

Fig. 1

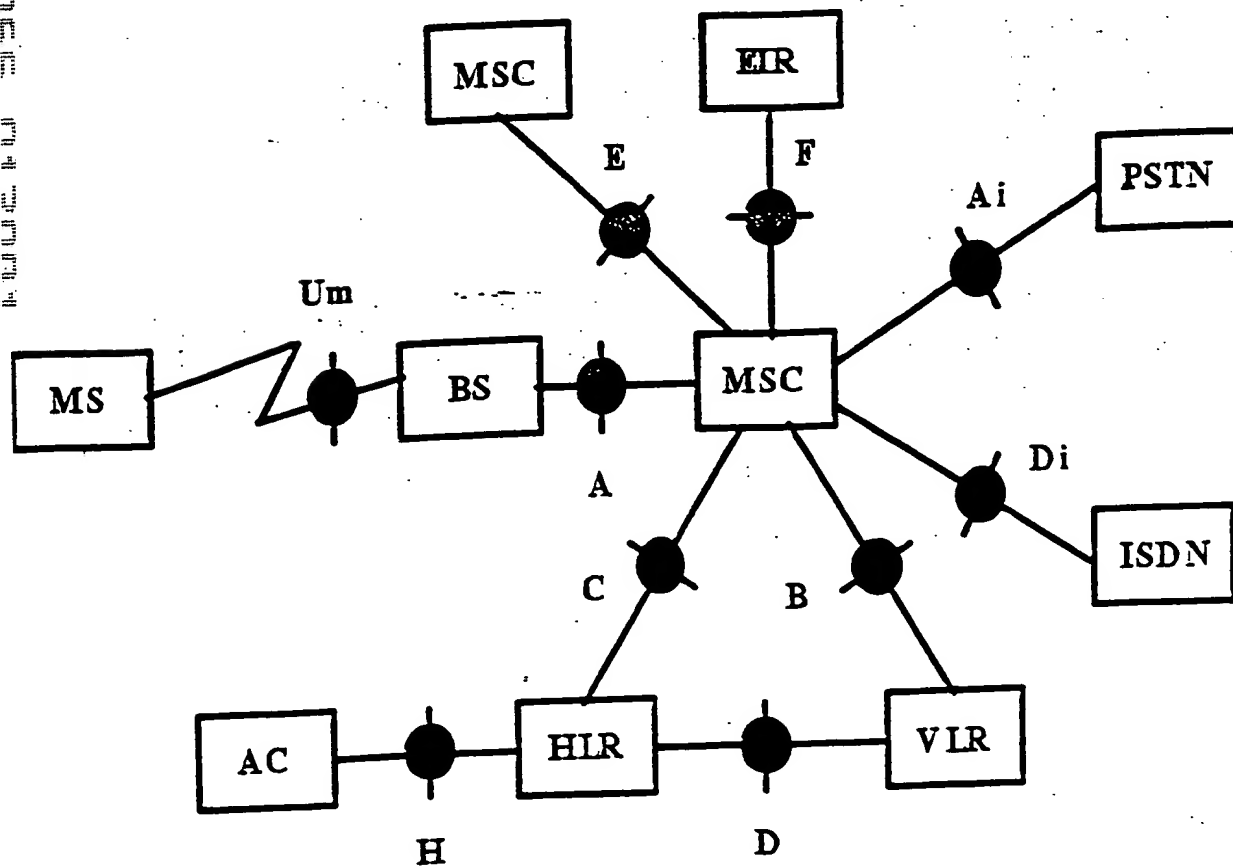


Fig. 2

FIGURE 1-9902250

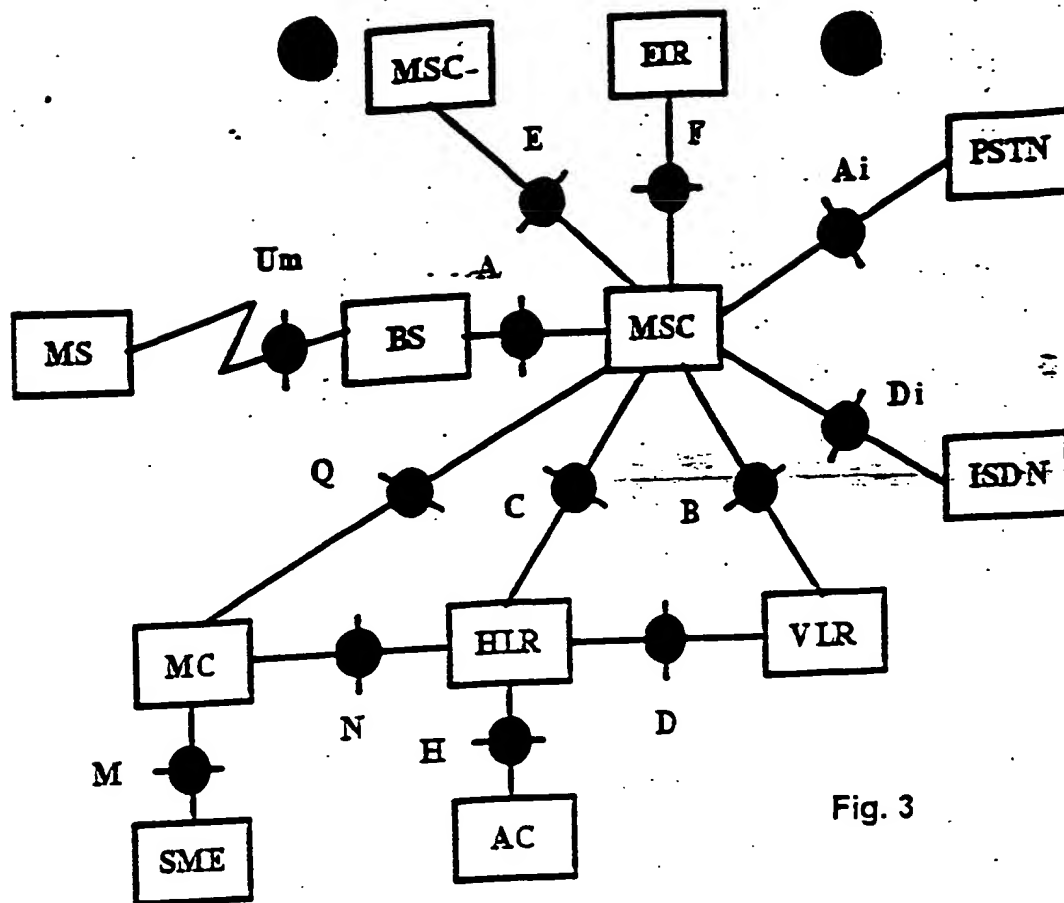


Fig. 3

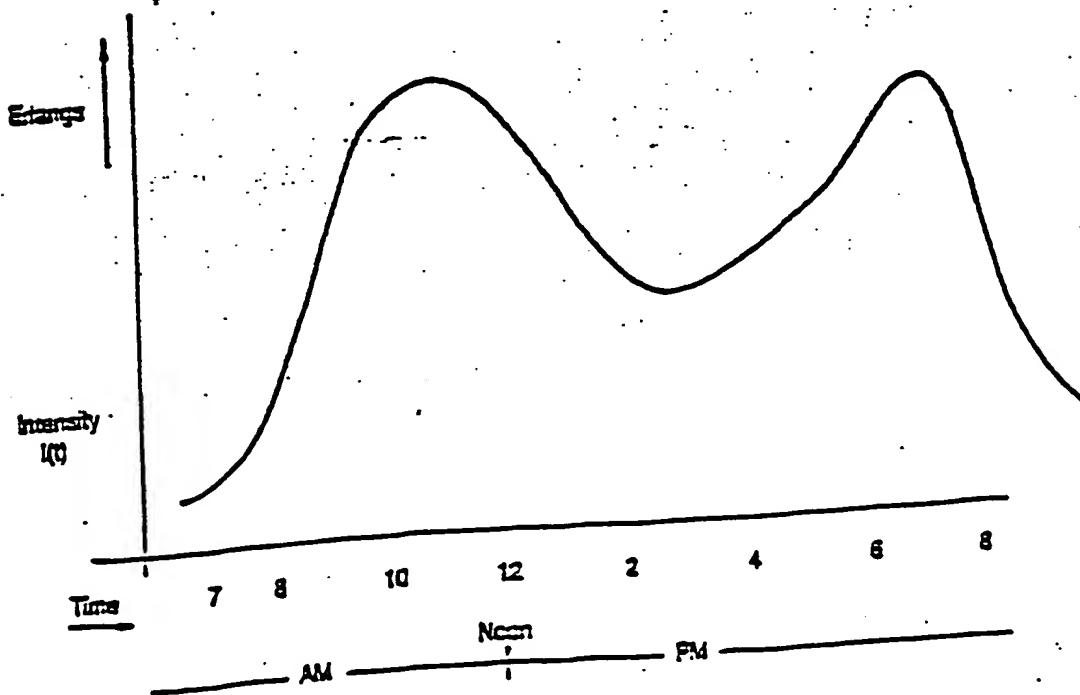
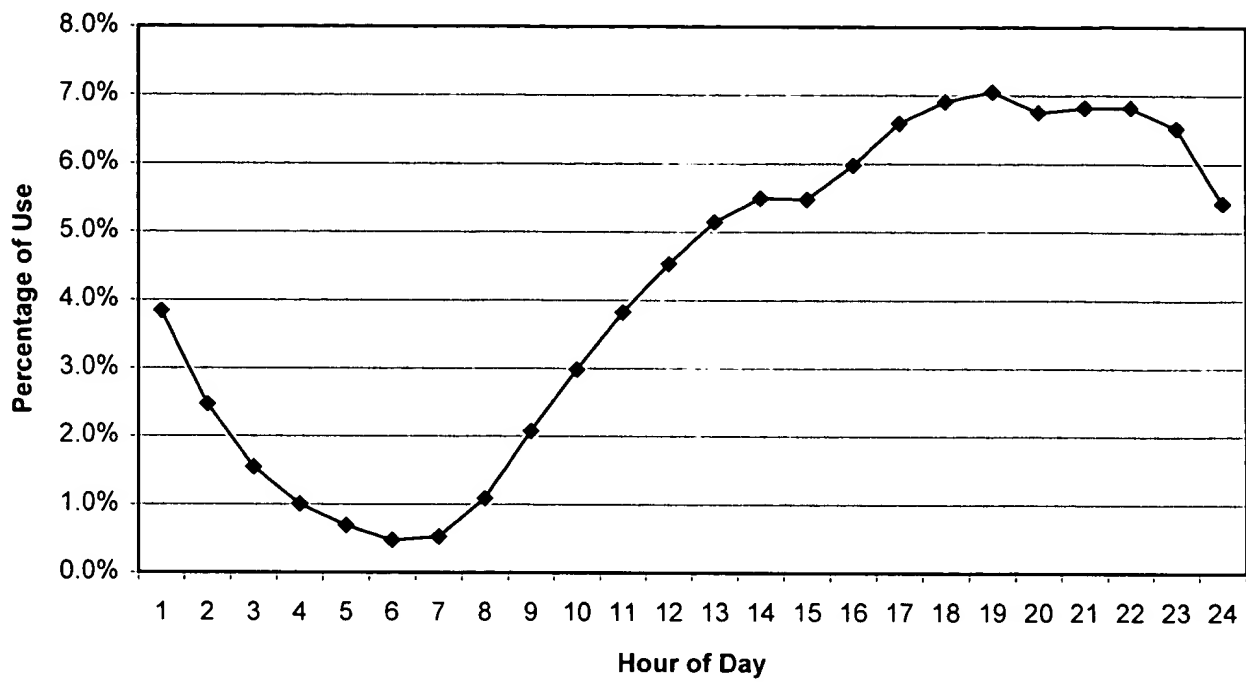


Fig. 4

FIGURE 3

FIG. 5

BNA Usage (9/00)



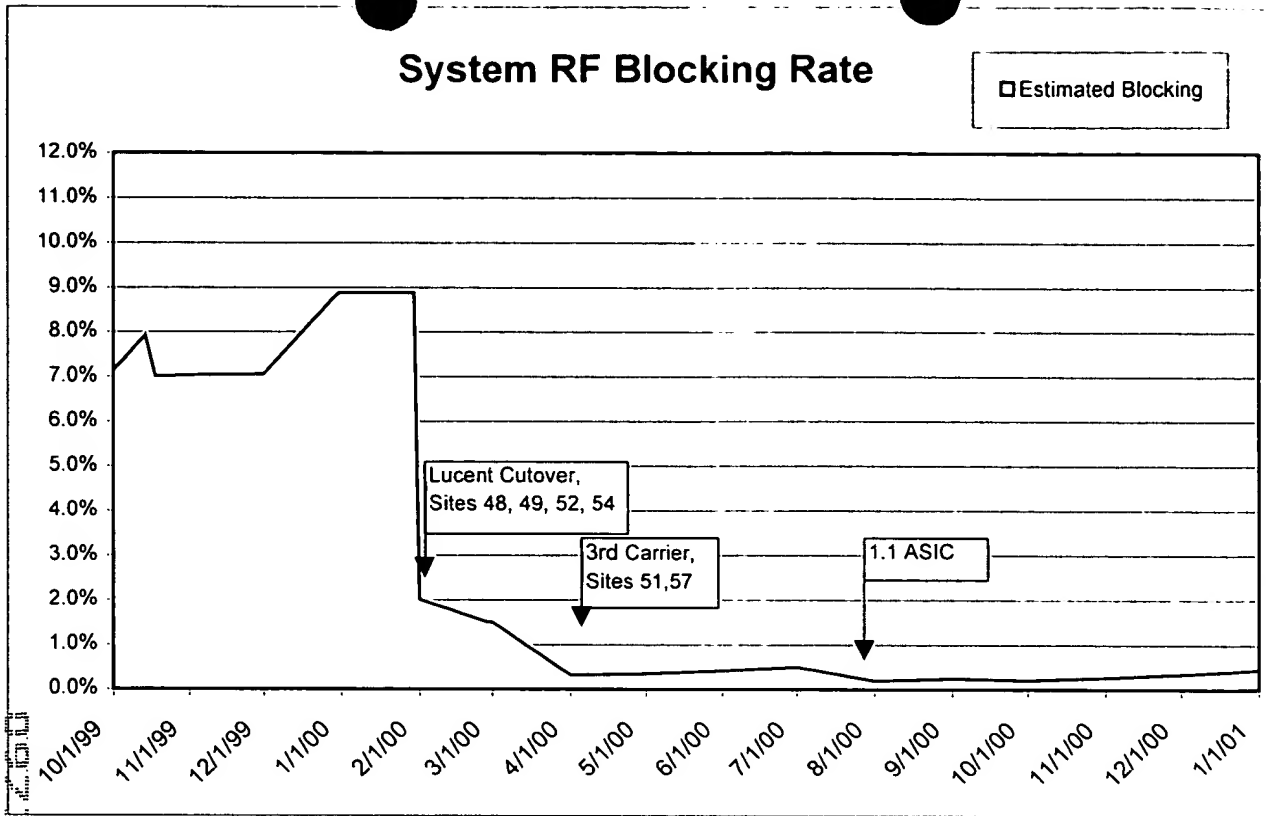


FIG. 6

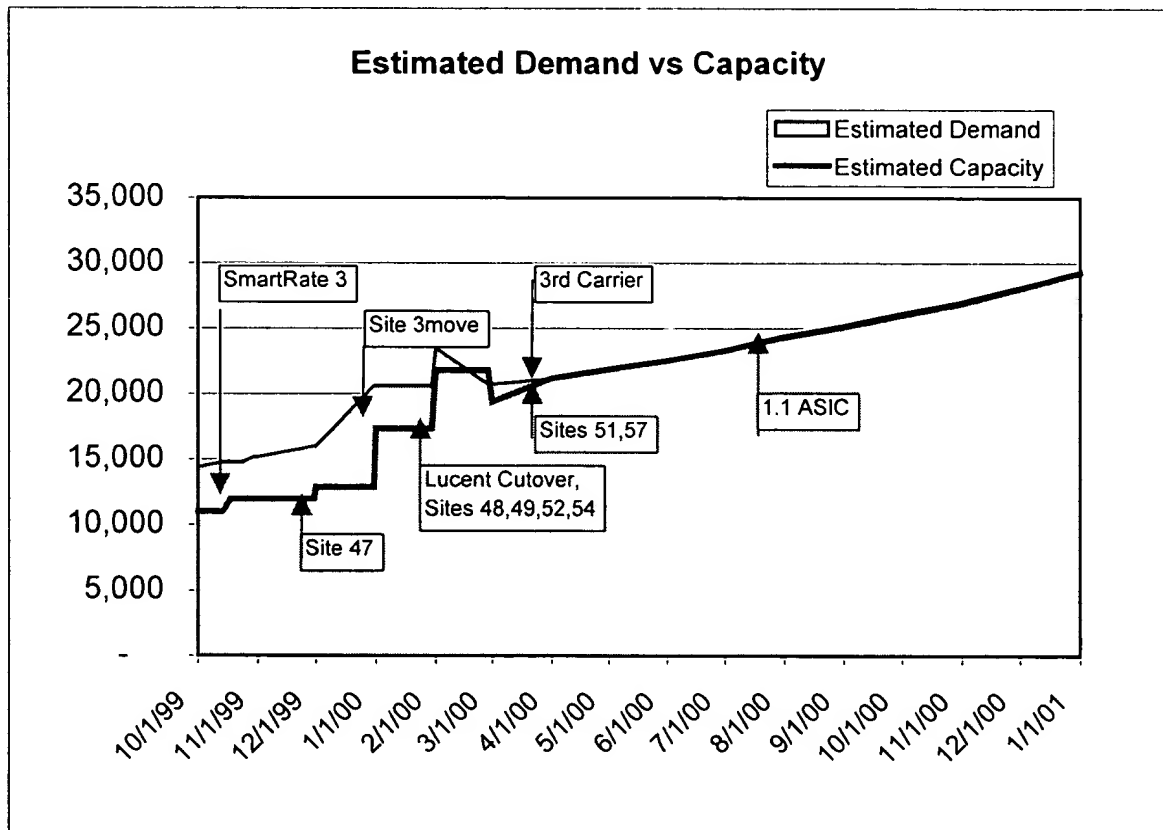


FIG. 7

00272066-01304
FOOT-9902260

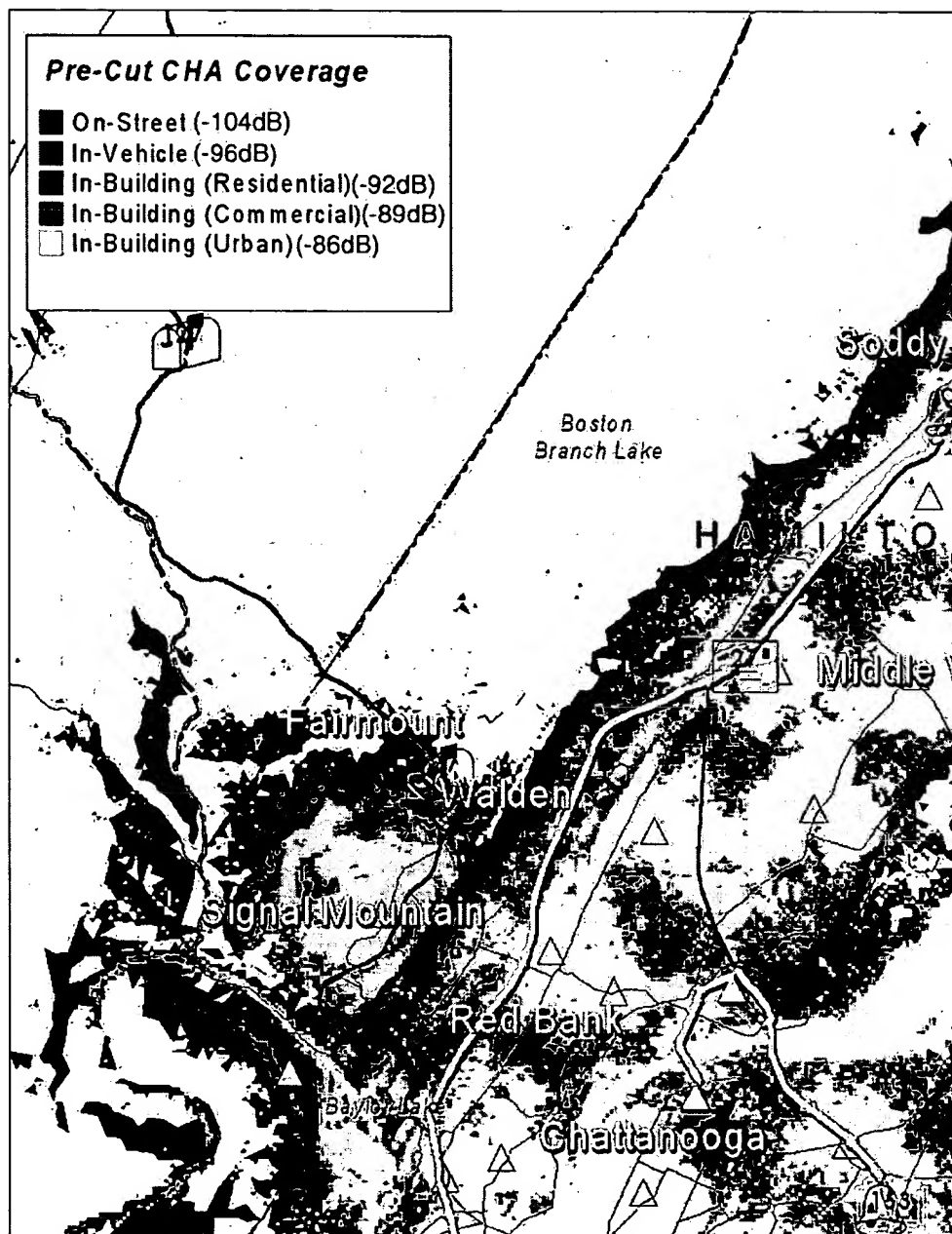


FIG. 8A

097206-01301
FOE TO 502260

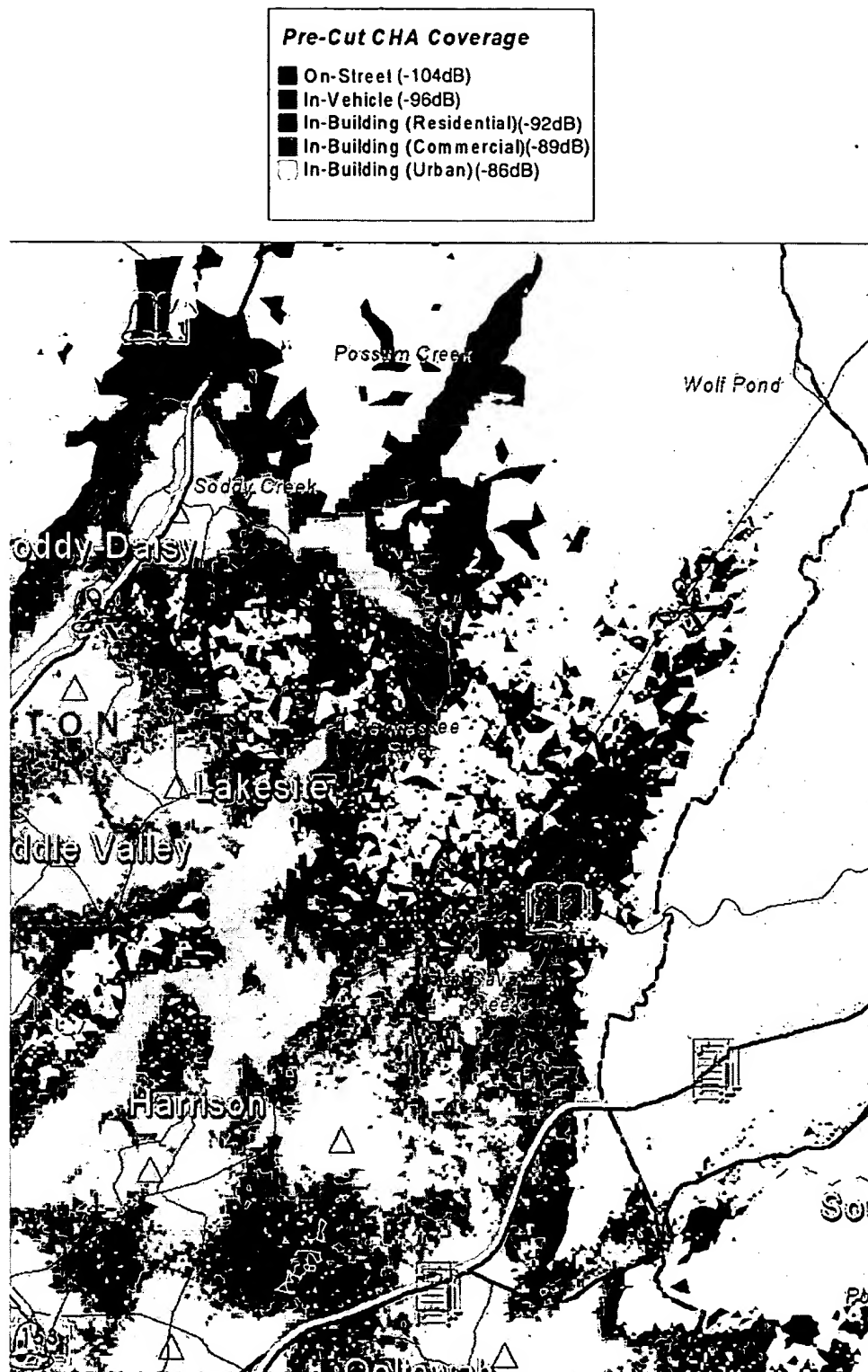


FIG. 8B

100210-5502260

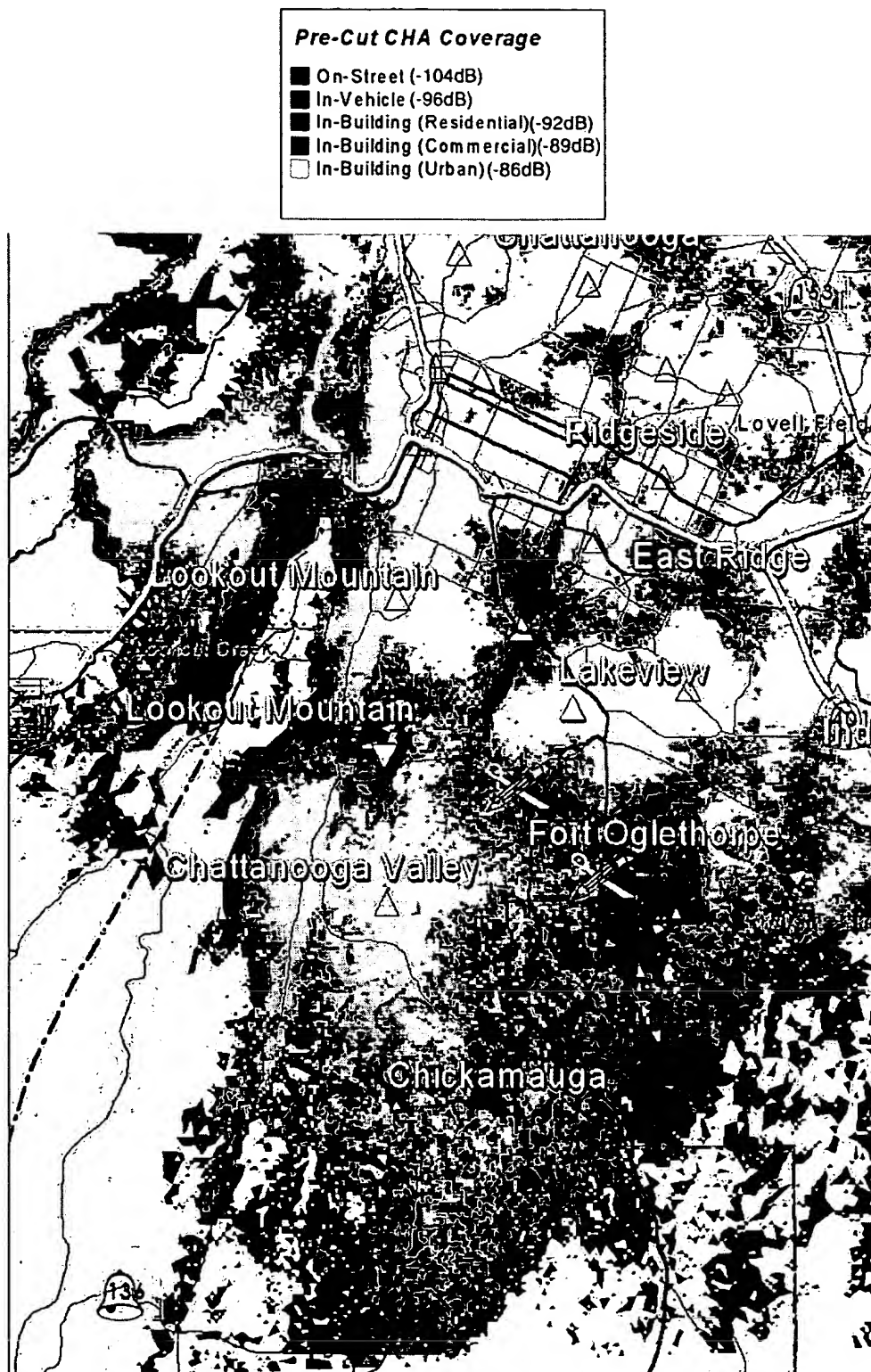


FIG. 8C

0972055-013001

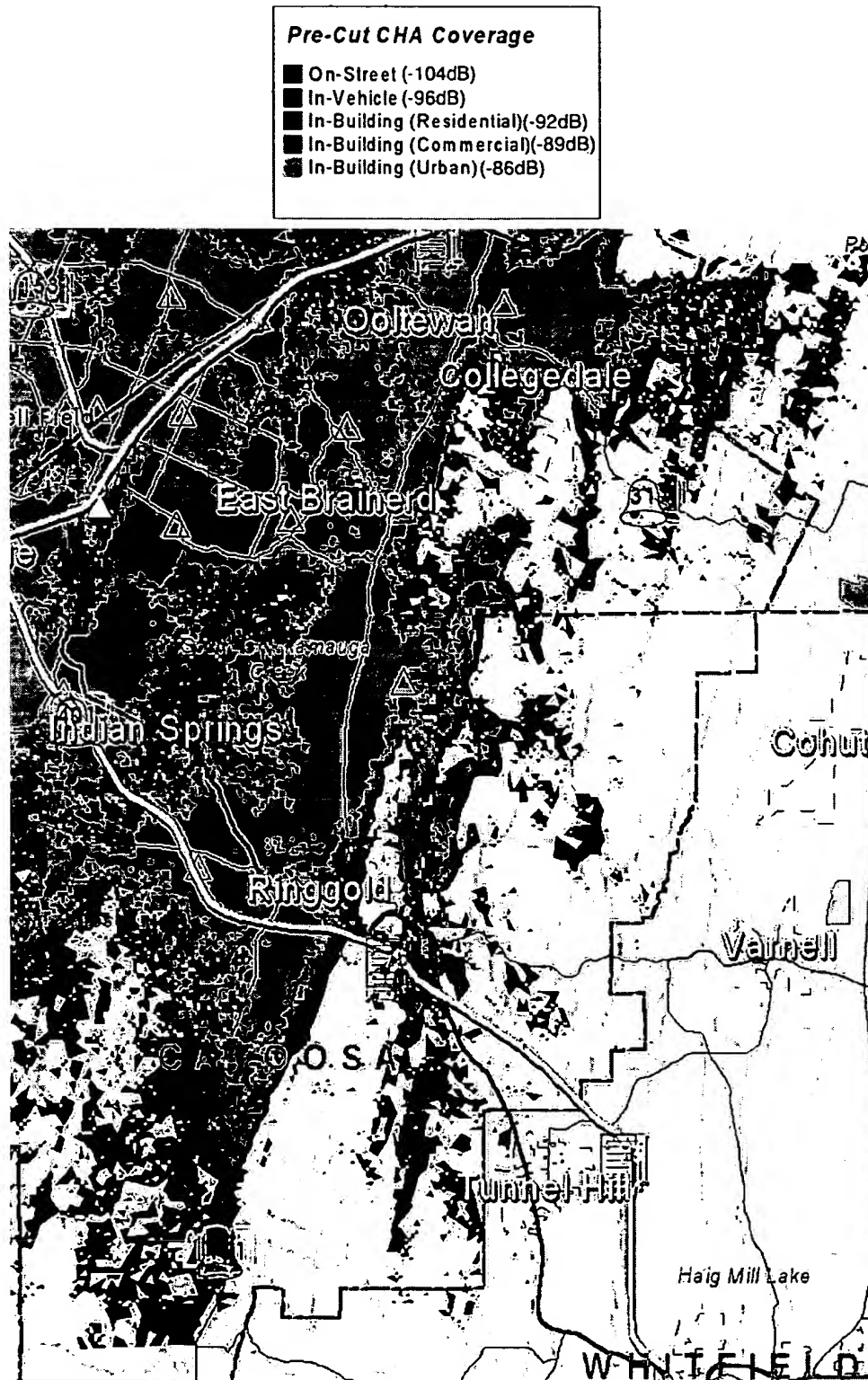


FIG. 8D

0072055-01304

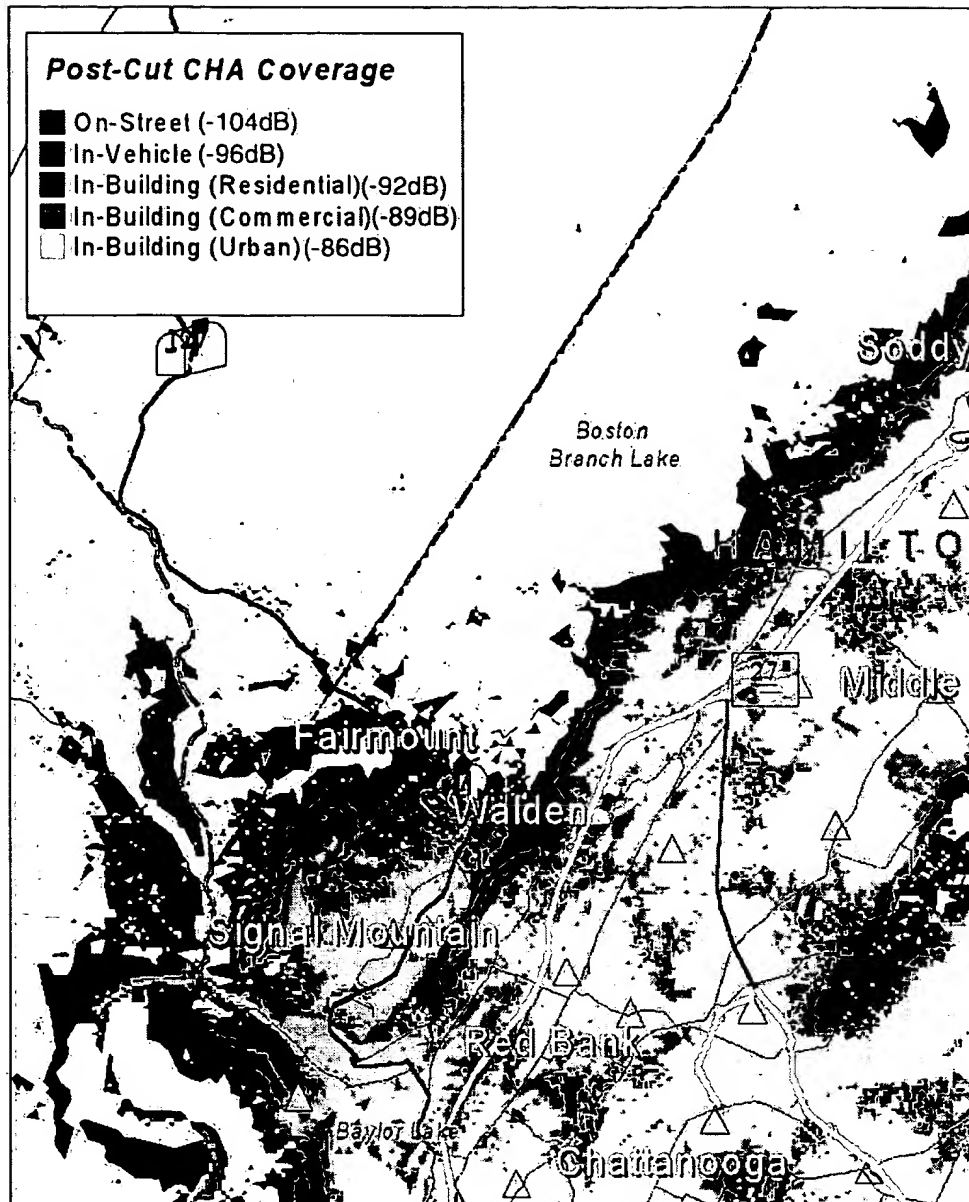


Fig. 9A

09772066-01304
FOUO TO 9902760

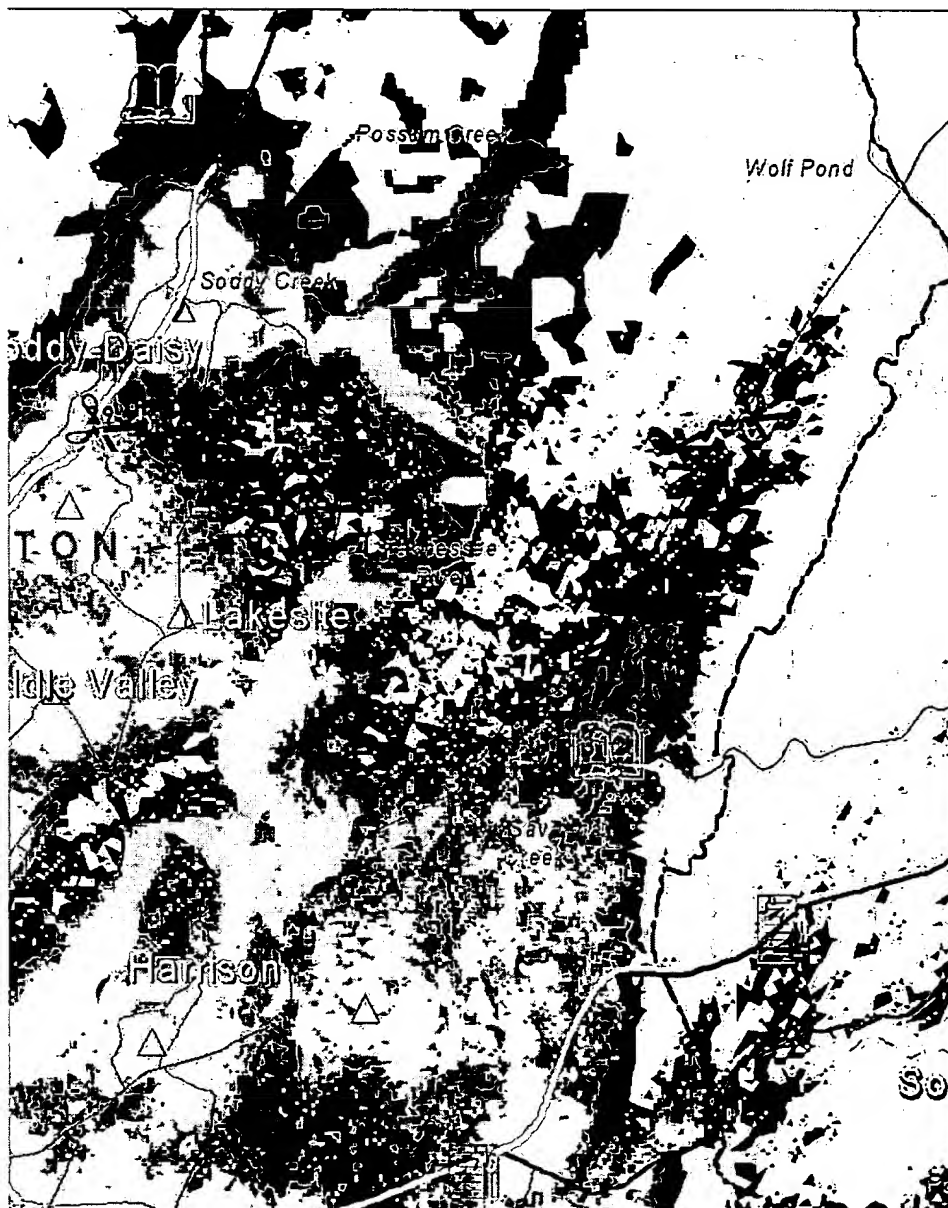
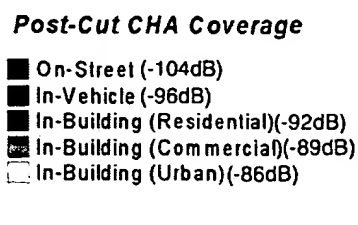


FIG. 9B

0972066-013001

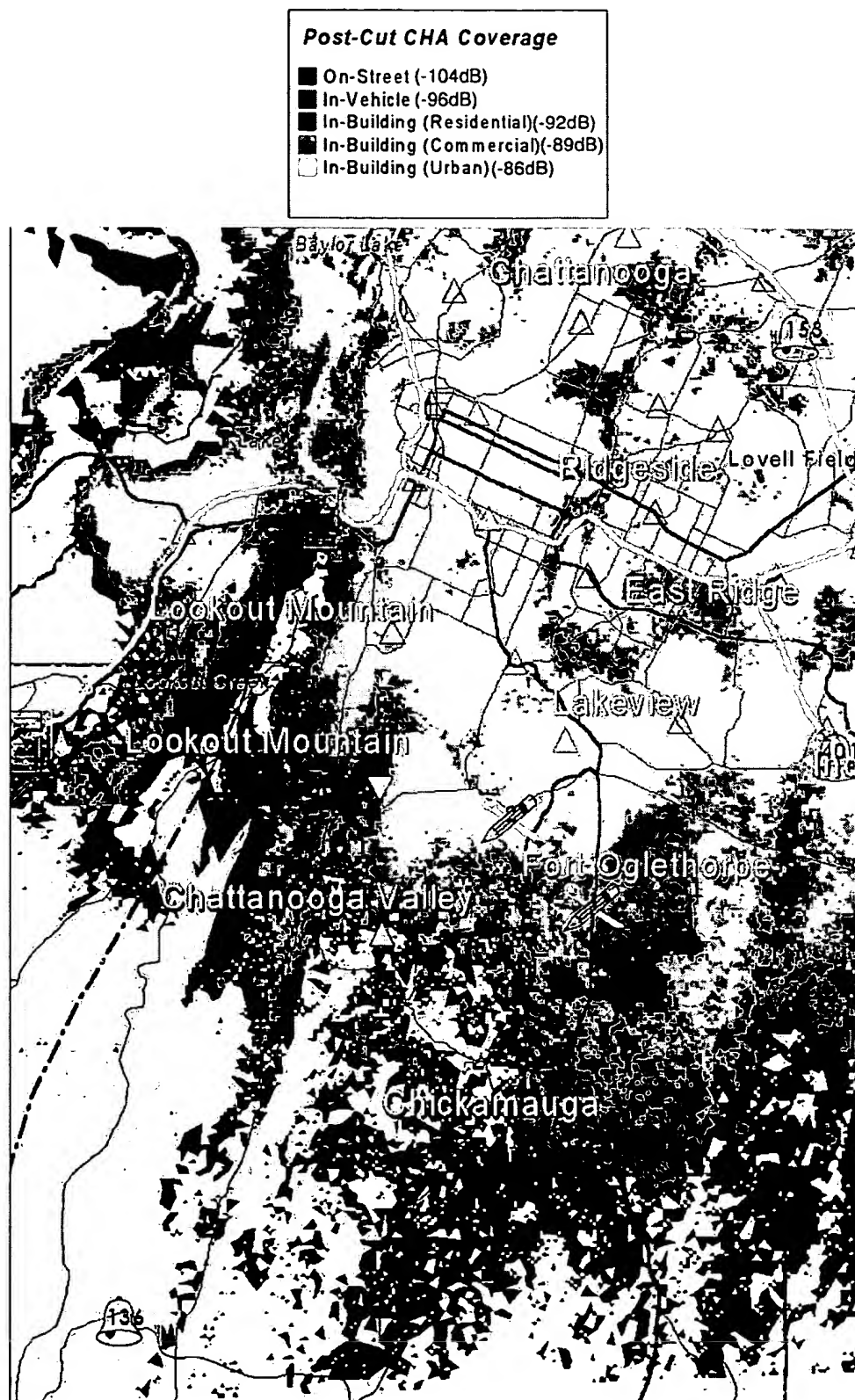


FIG. 9C

100210-5502260

Post-Cut CHA Coverage

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)

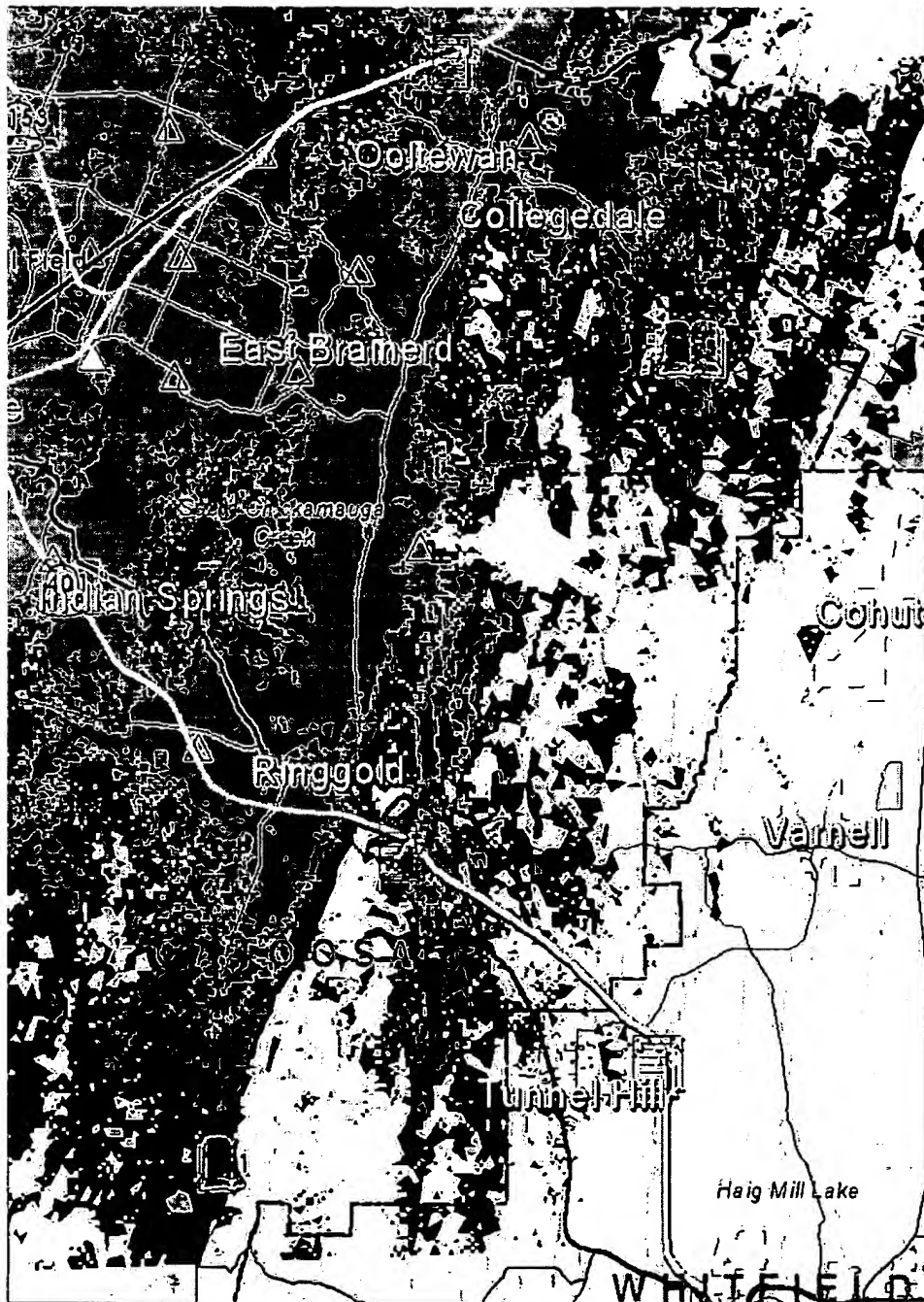


FIG. 9D

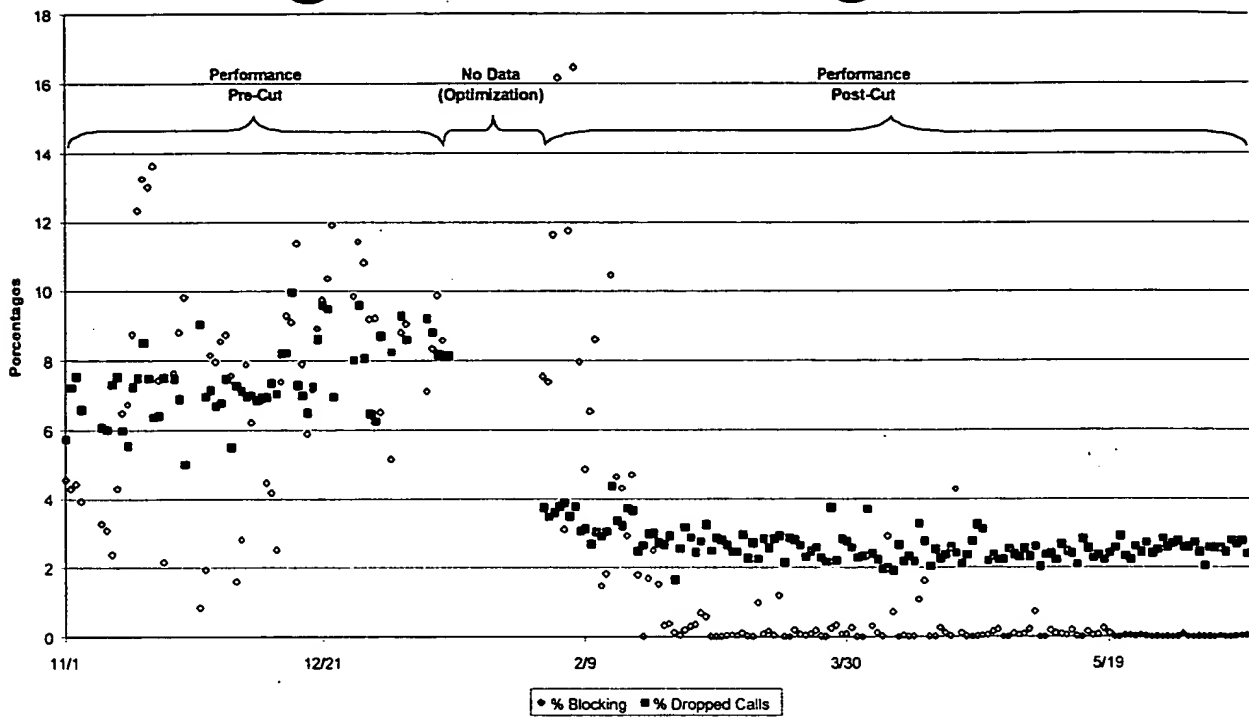


FIG. 10a

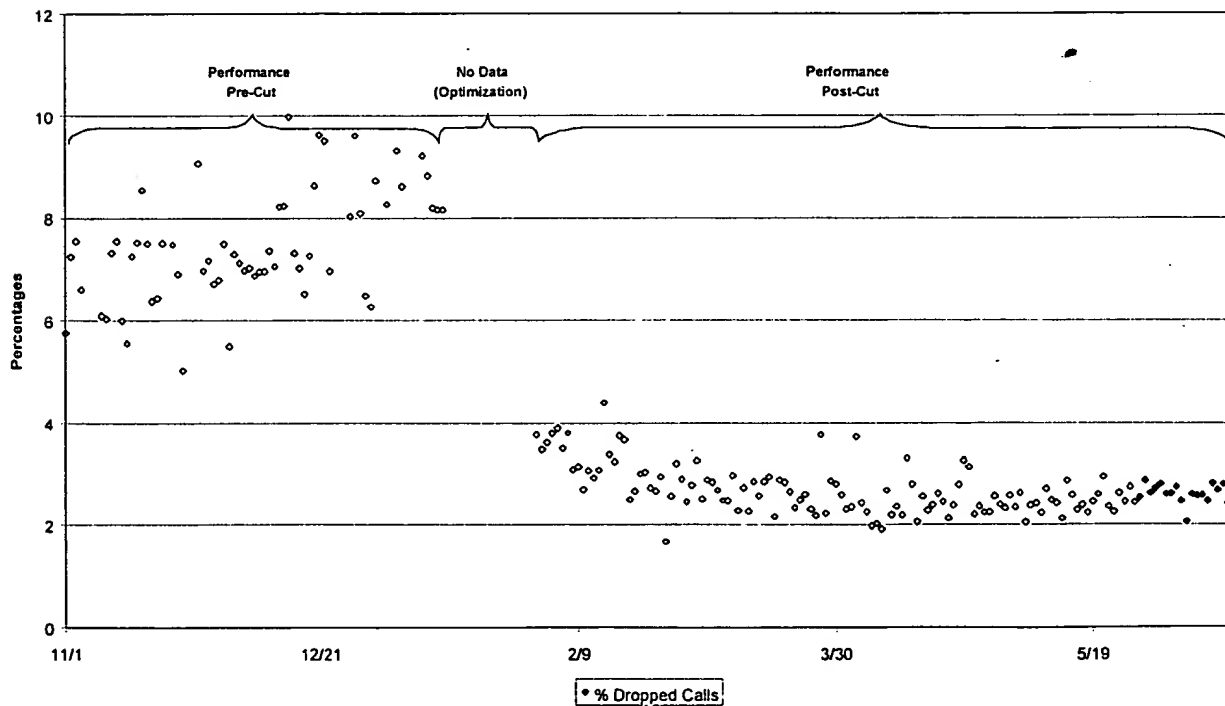


FIG. 10b

FILED-9902260

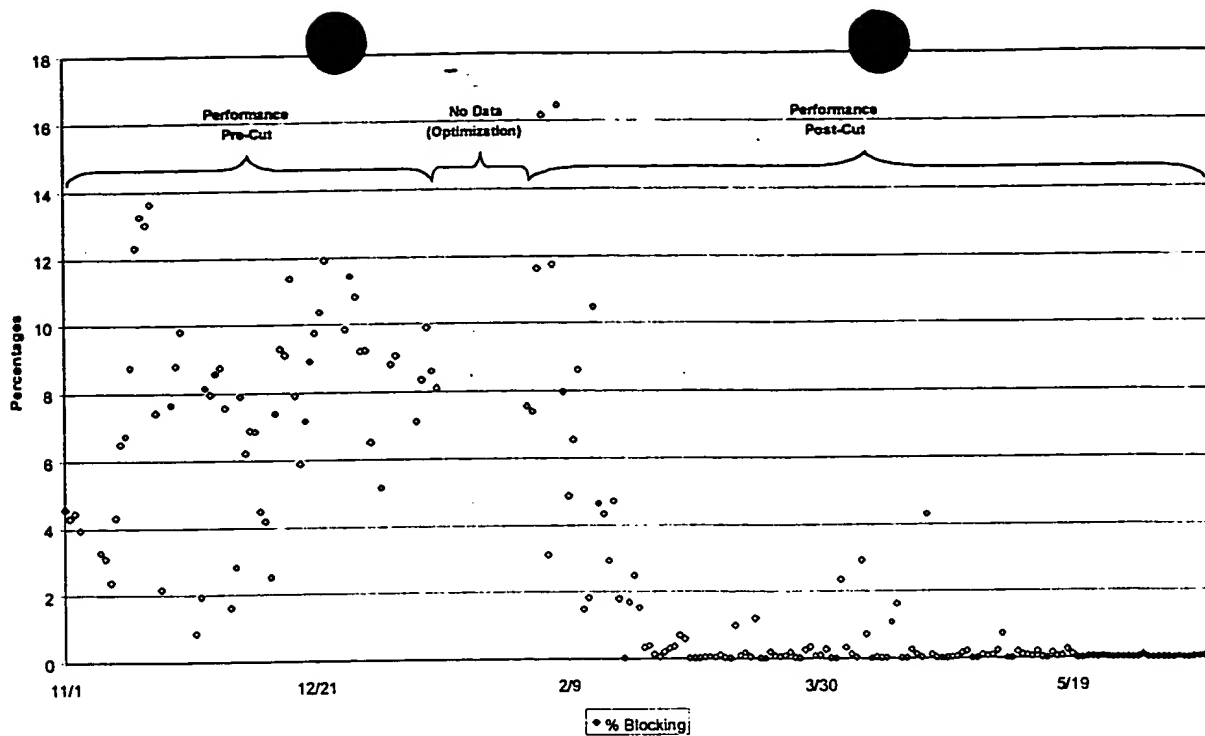


FIG. 10C

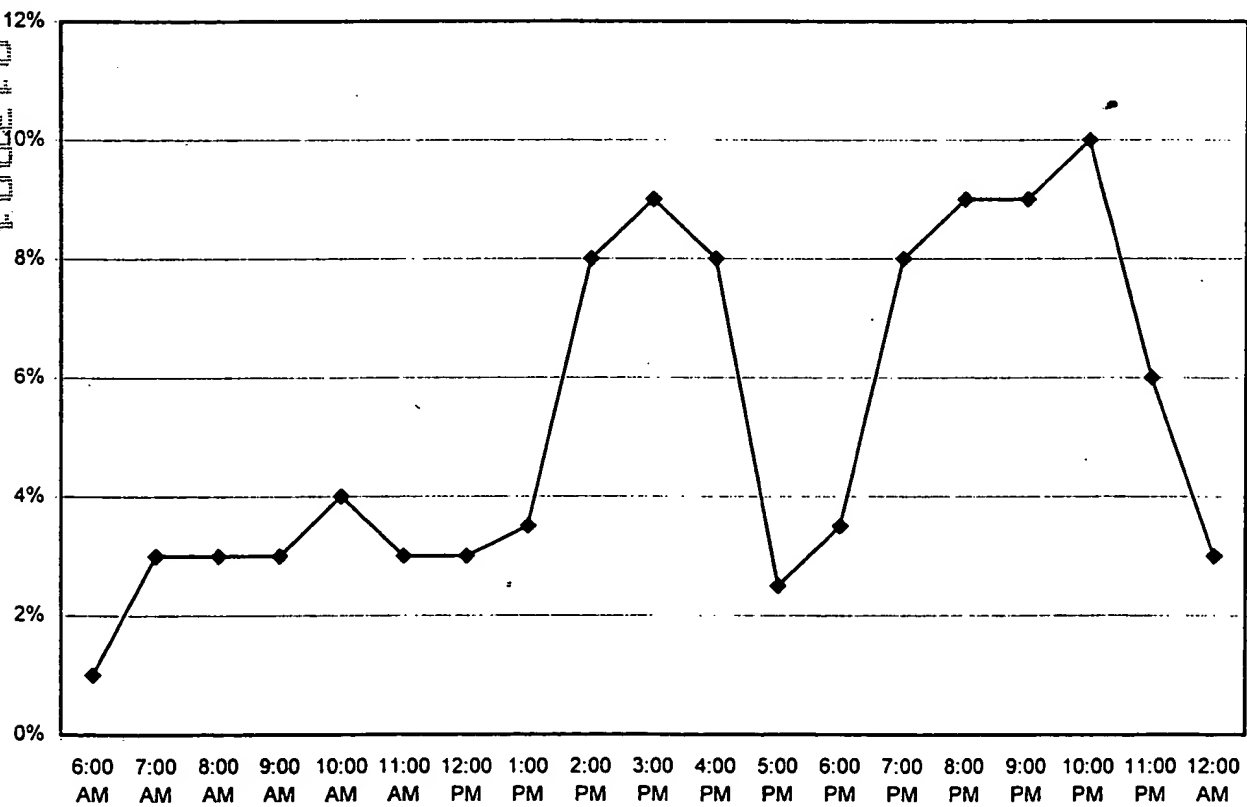


Fig. 11

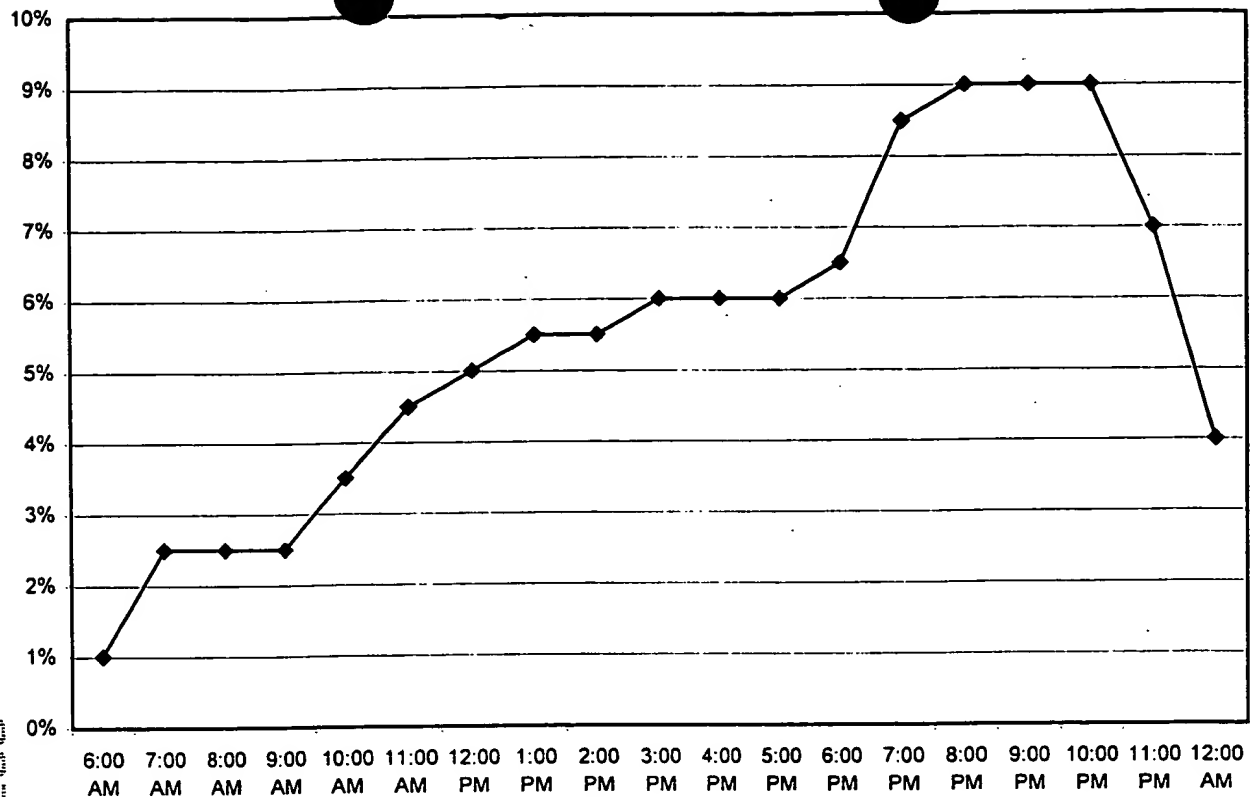


Fig. 12

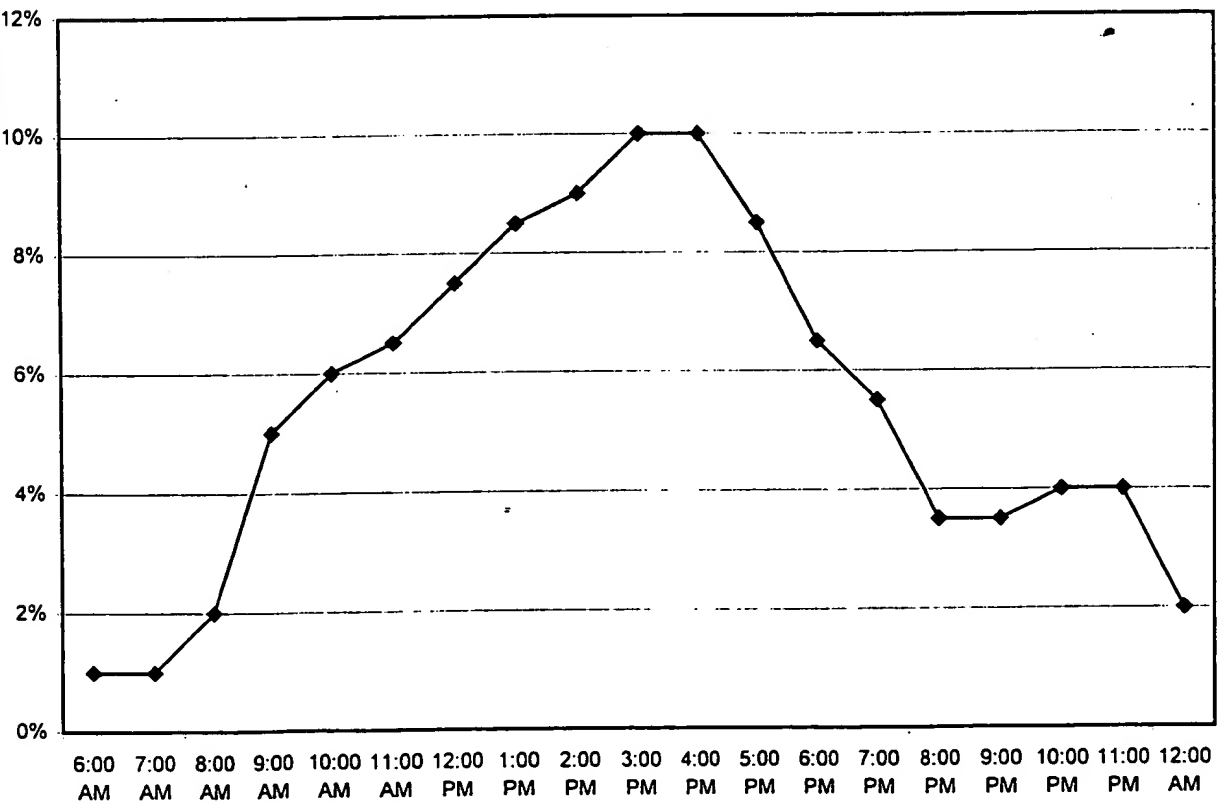


Fig. 13

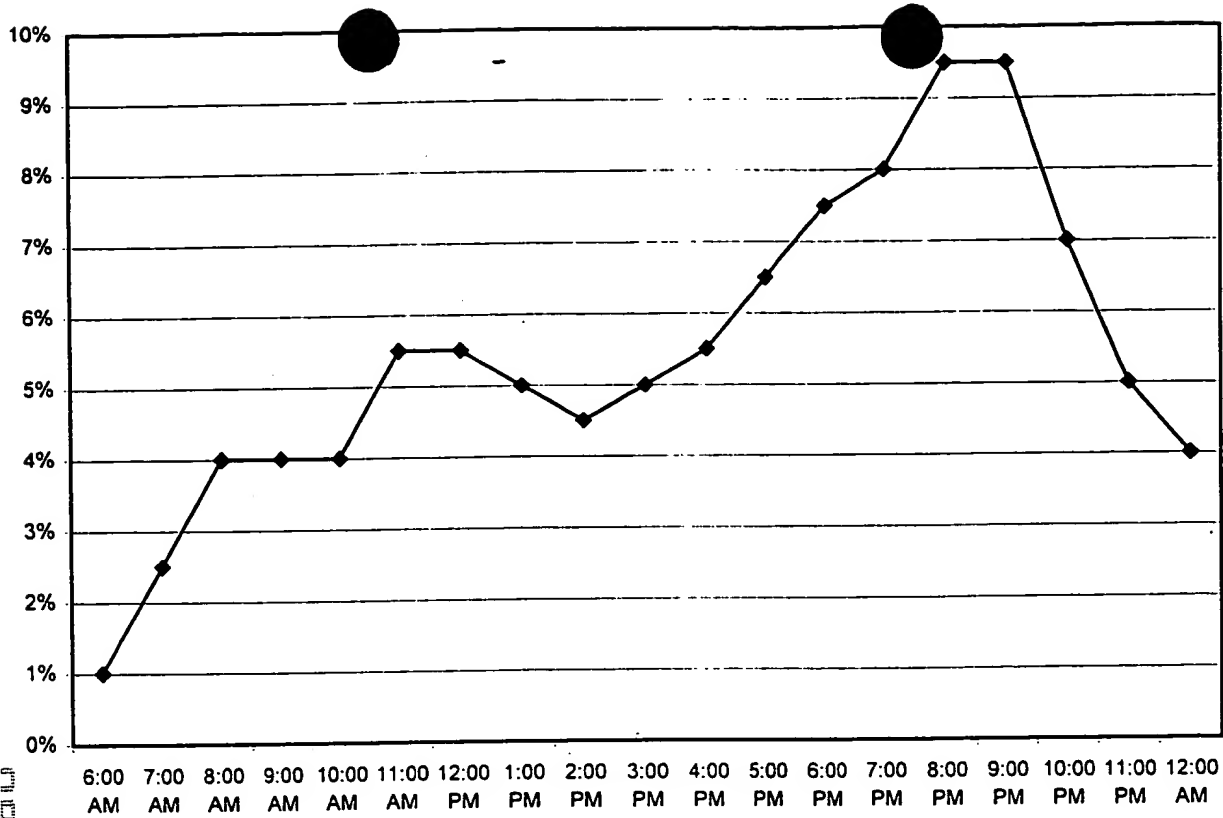


Fig. 14

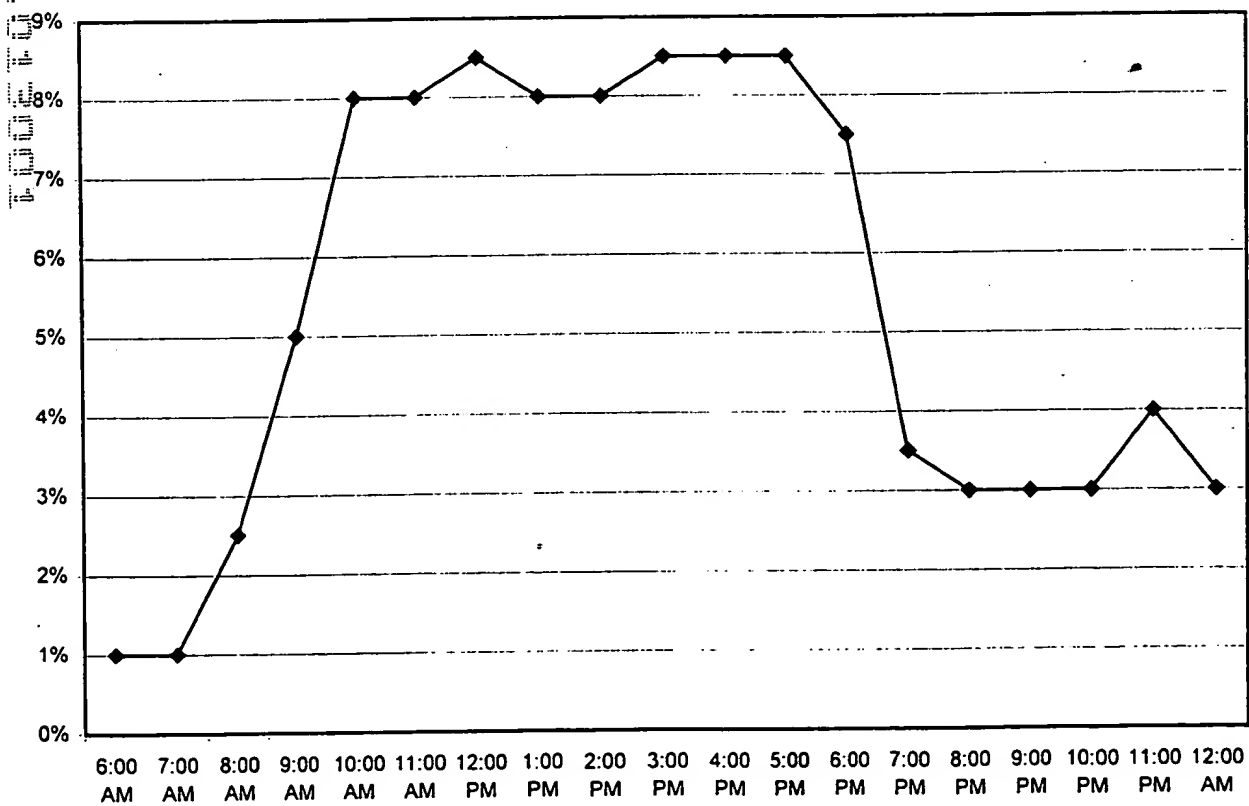


Fig. 15

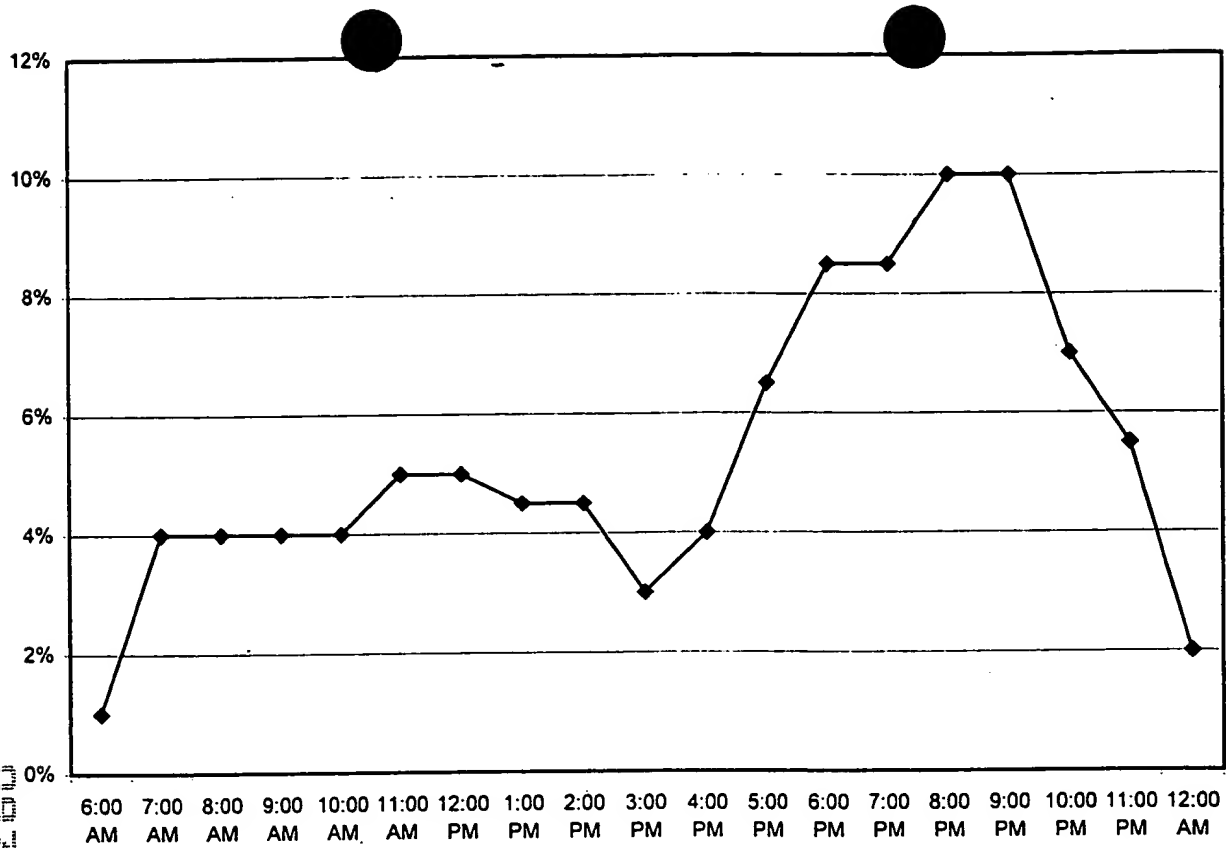


Fig. 16

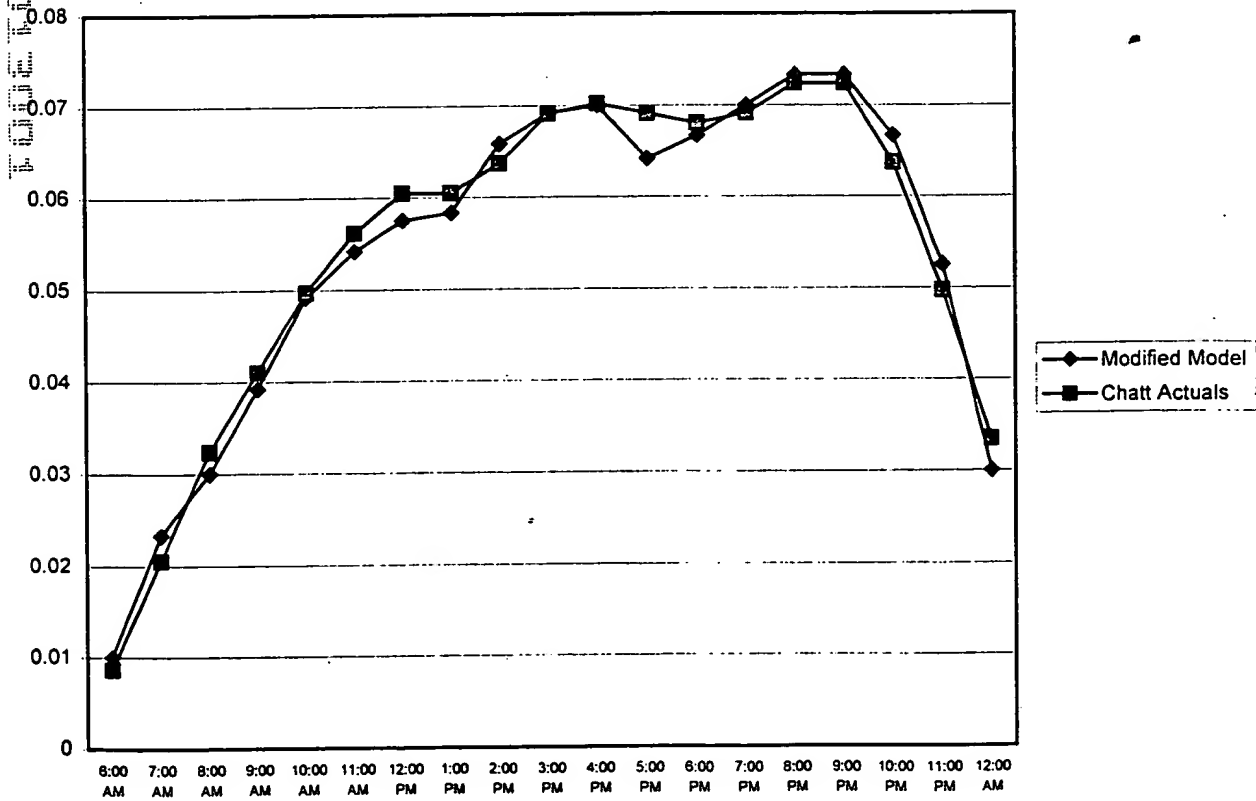


Fig. 17

Proof of Concept

Chattanooga

Cricket was EBITDA break-even in Chattanooga at 12 months

7.7% Penetration	12 months 24,000 customers as of 2/29/00	5 years
Costs In First Year		
Cost per Gross Add	<\$230	\$550
Support costs/Average Sub	\$5.60	\$11.45
Operations cost/MOU	\$0.013	\$0.039

Fig. 18

Capital Utilization

	Year From System Launch					
	1	2	3	4	5	10
	(In Thousands of Dollars)					
Cummulative Anticipated Capital Expenditure Per Subscriber (Average)						
PowerTel (GSM)	9,516	4,613	2,528	1,689	1,280	692
Sprint (CDMA)	19,367	4,349	1,860	954	729	586
Present Invention	2,354	2,628	1,949	1,183	877	550
Capital Expenditure Per Erlang (Average)						
PowerTel (GSM)	278	163	98	70	56	33
Sprint (CDMA)	968	217	93	47	36	29
Present Invention	47	52	38	23	17	11

Fig. 19

Re-Engineering the Cost Structure

■ Network Build-out

- High capacity CDMA
 - Latest generation equipment
- Efficient site loading
 - No underutilized roaming sites
- Designed for residential calling patterns
 - Lower % peak usage
- Capital requirement per customer 1/3 of typical PCS average in first year because of rapid customer acquisition



Lower Capital Costs

■ Network Operations

- Lower backhaul costs due to concentrated footprint
- Favorable Incoming/outgoing mix - lower interconnect cost
- Elimination of roaming clearinghouse and anti-fraud costs



Lower Network Operating Costs

FIG. 20a

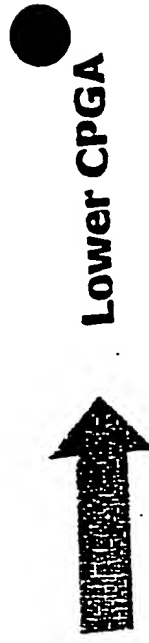
Re-Engineering the Cost Structure (cont'd)

■ Customer Acquisition

- Attractive value proposition sells easily
- Rapid, simple sales cycle
- Direct distribution - high volume
- Indirect distribution - no residuals or commissions
- No credit checks

■ Customer Service

- High capacity, high quality networks
- Simple monthly billing
- Low customer care costs - fewer billing disputes
- No bad debt, no fraud
- Clear statement of coverage area



Lower CPGA



Lower Back Office Costs

FIG. 20b

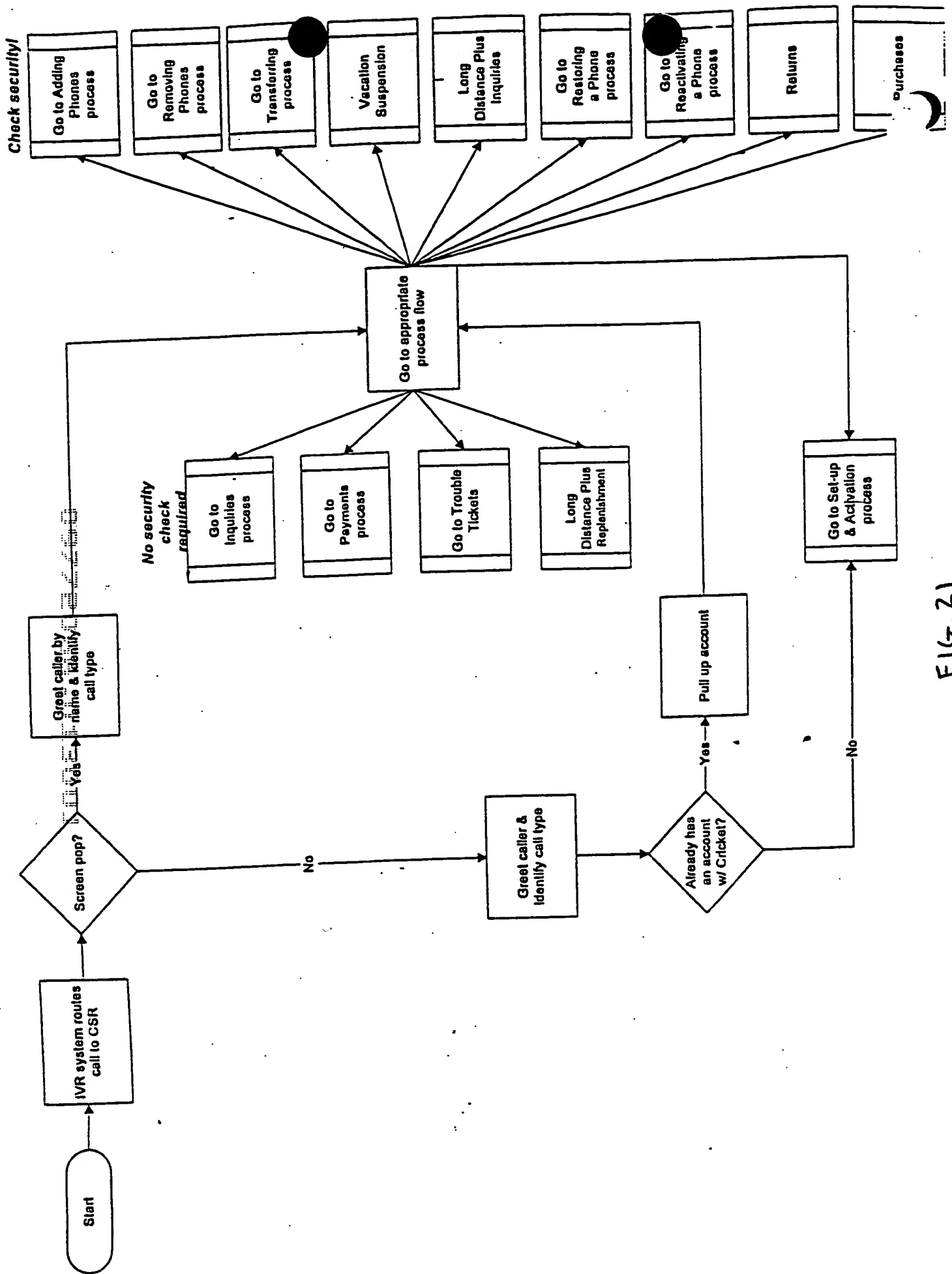


FIG. 21

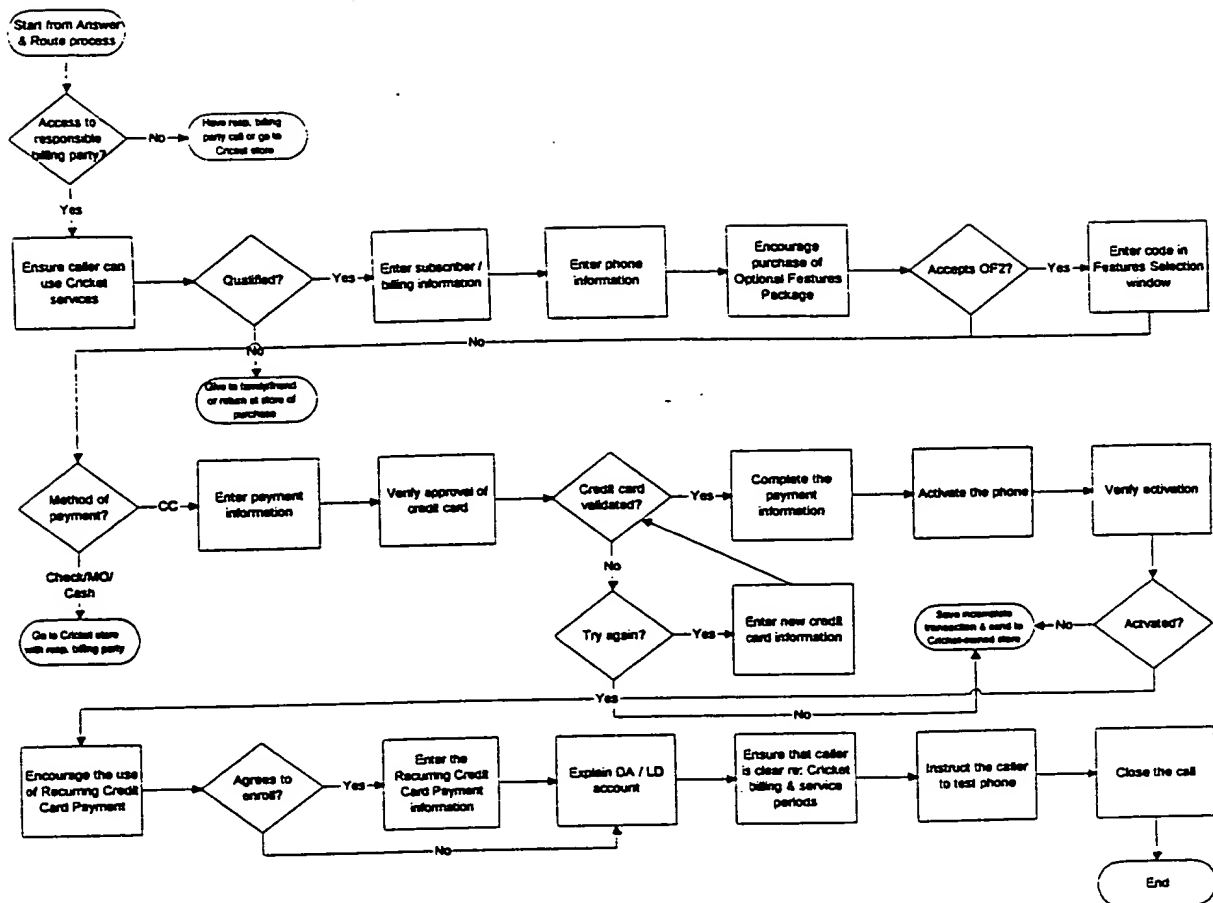
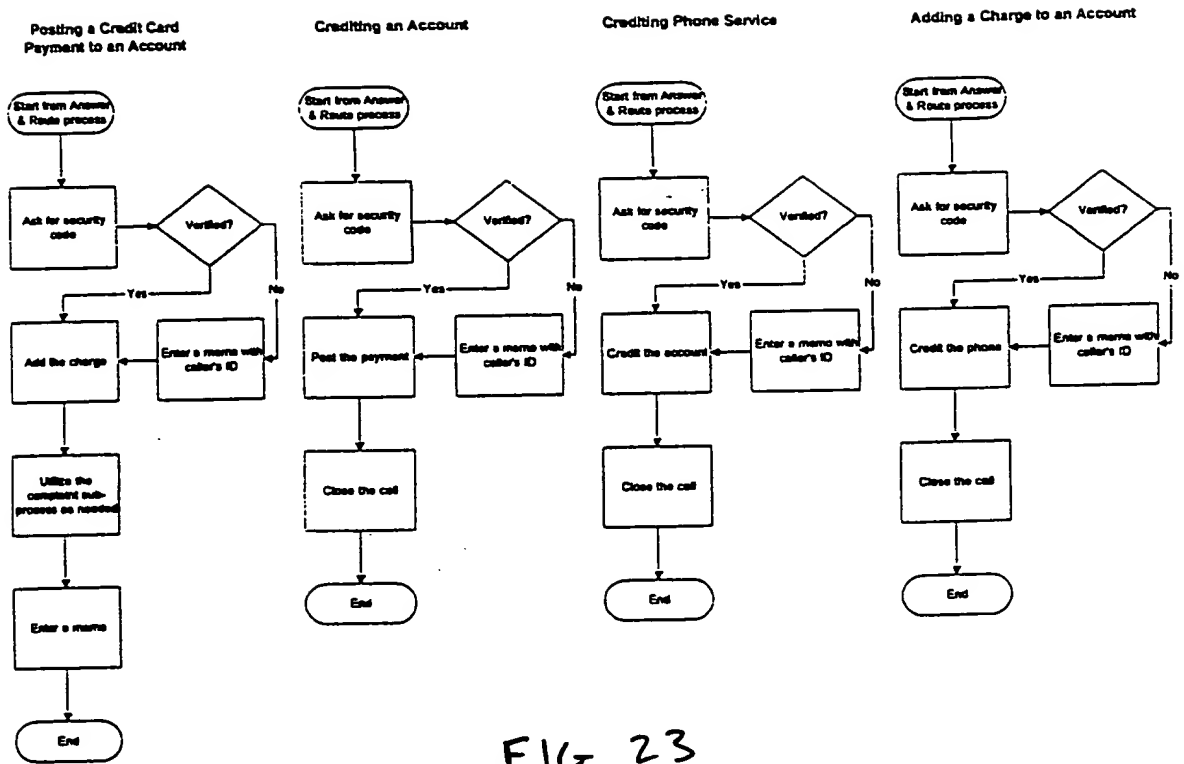


FIG. 22

FIG. 23



100610 5062260

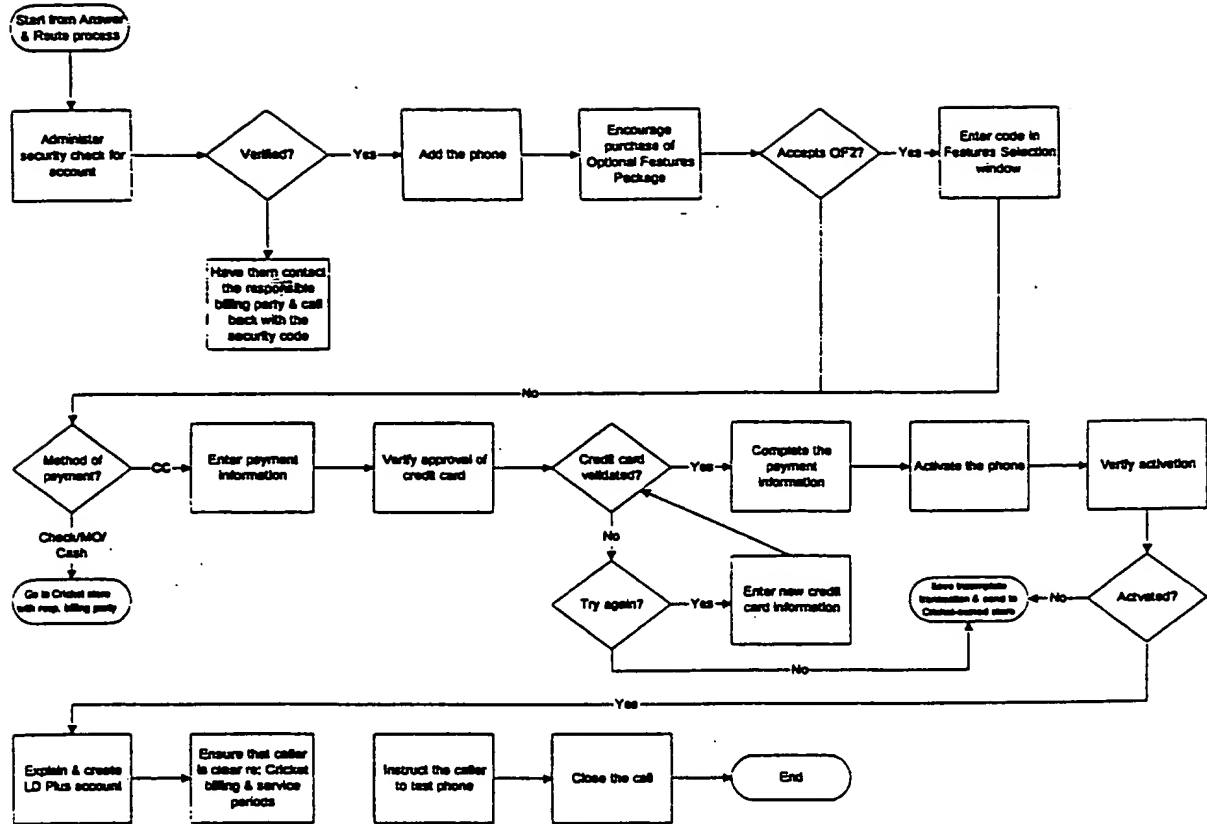


FIG. 24

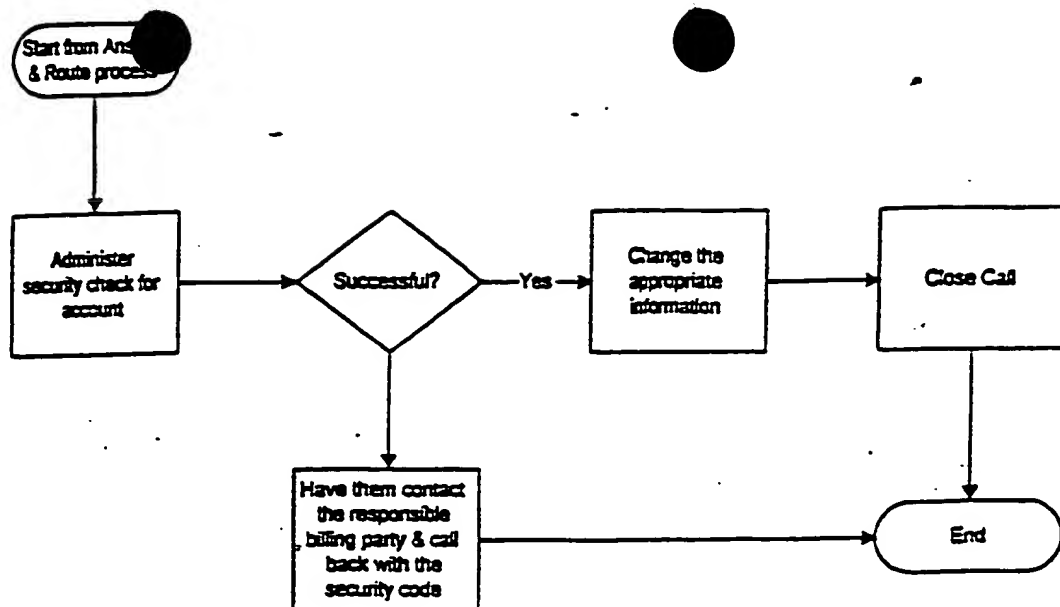


FIG. 25

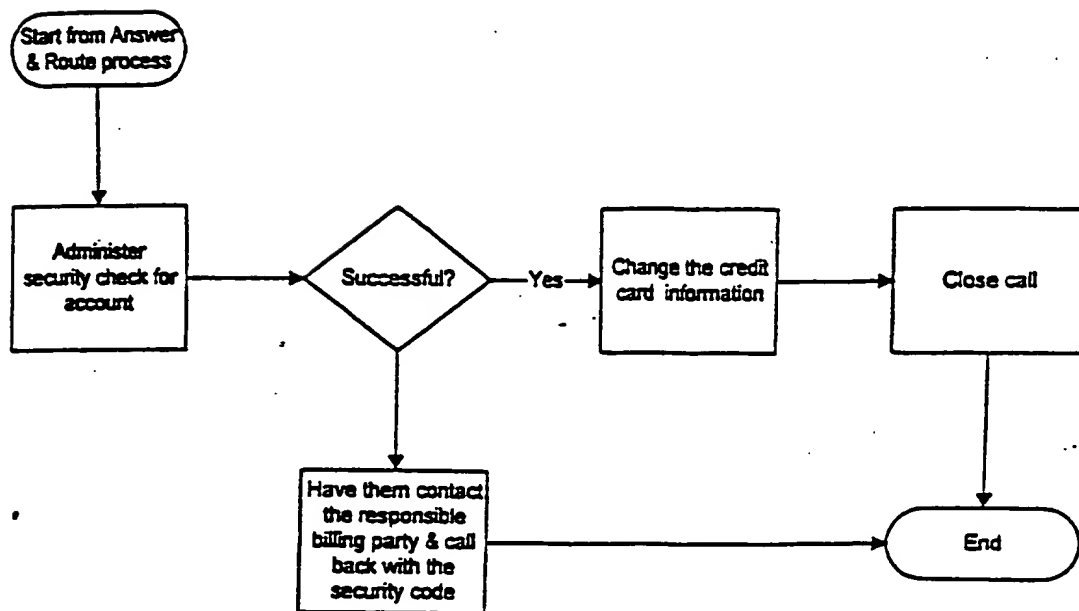
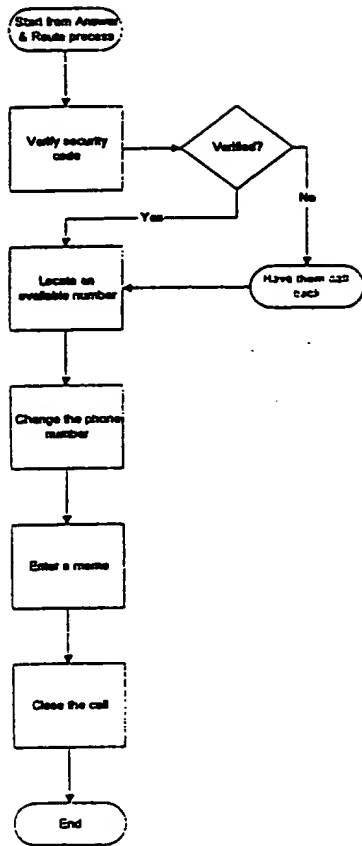
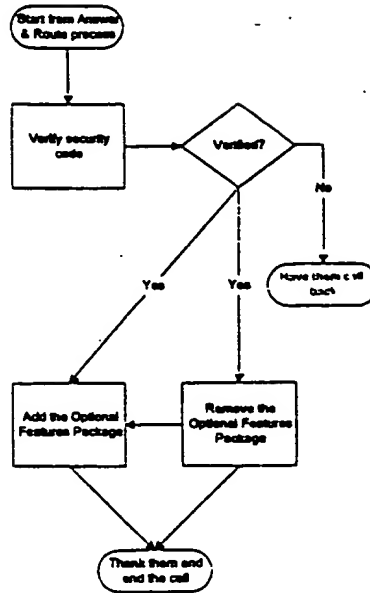


FIG. 27

Changing a Phone



Changing OFF Participation



Changing an ESN

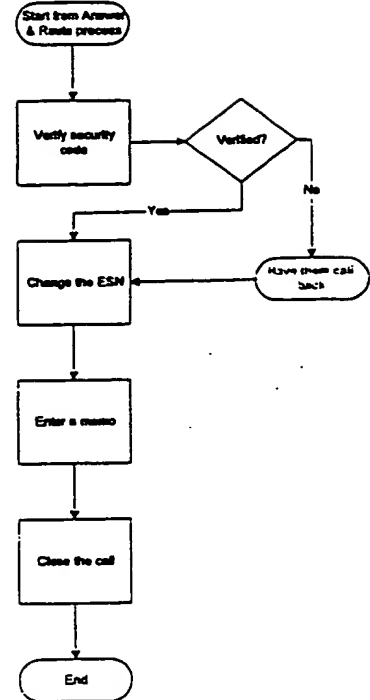


FIG. 26

FIG. 26

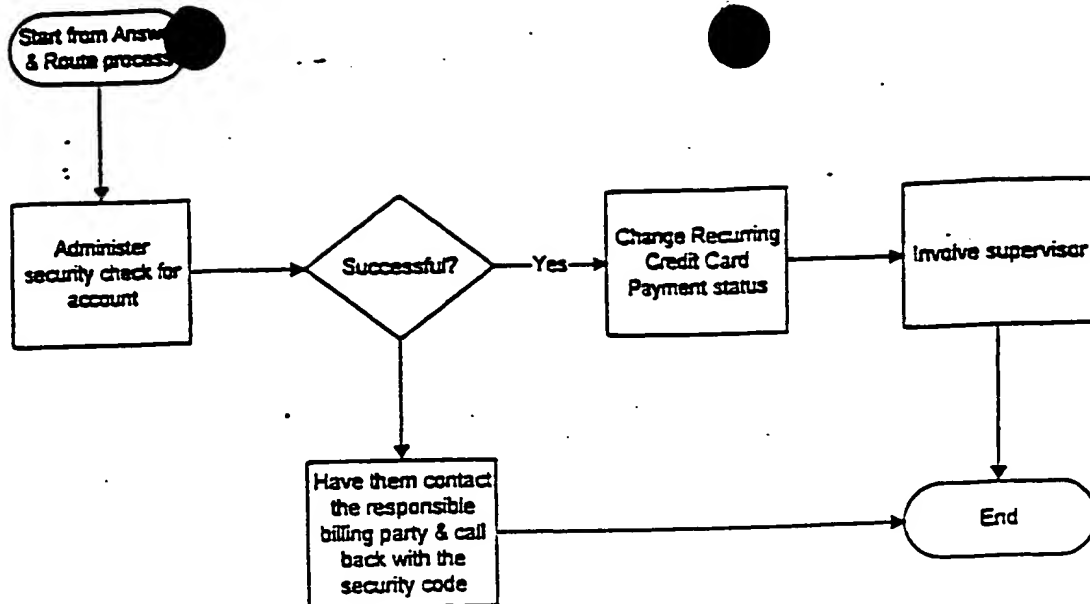


FIG. 28

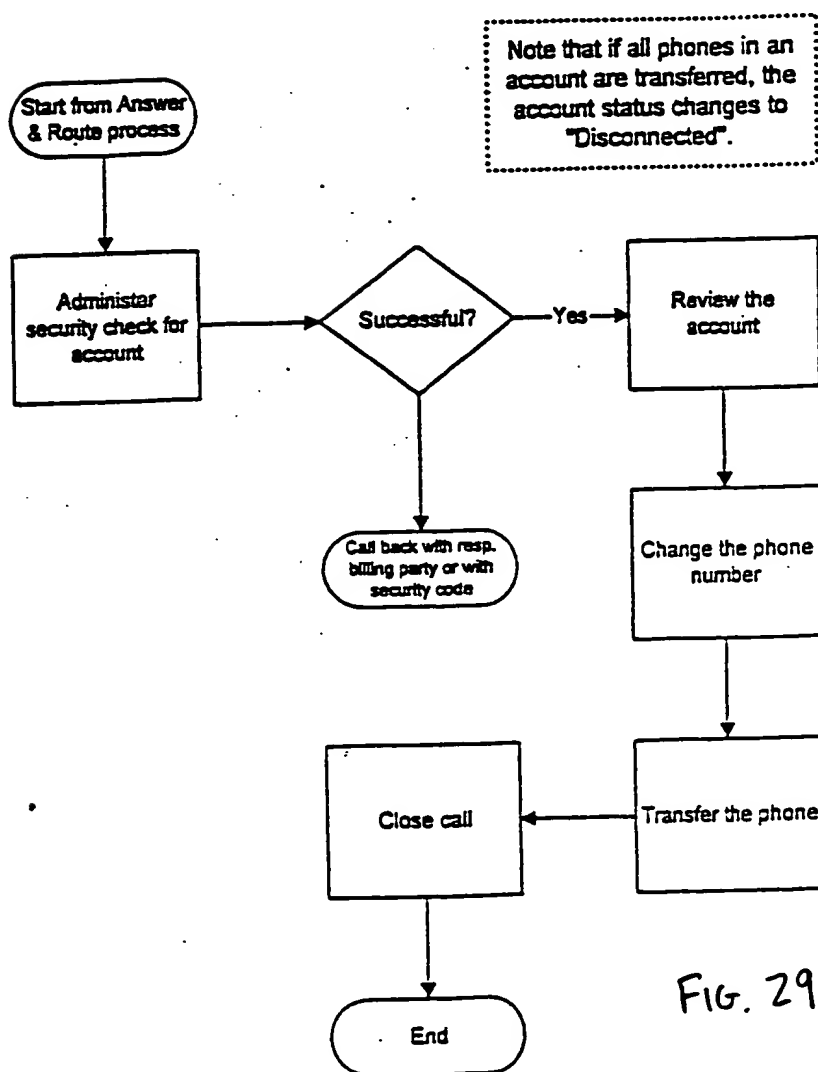


FIG. 29

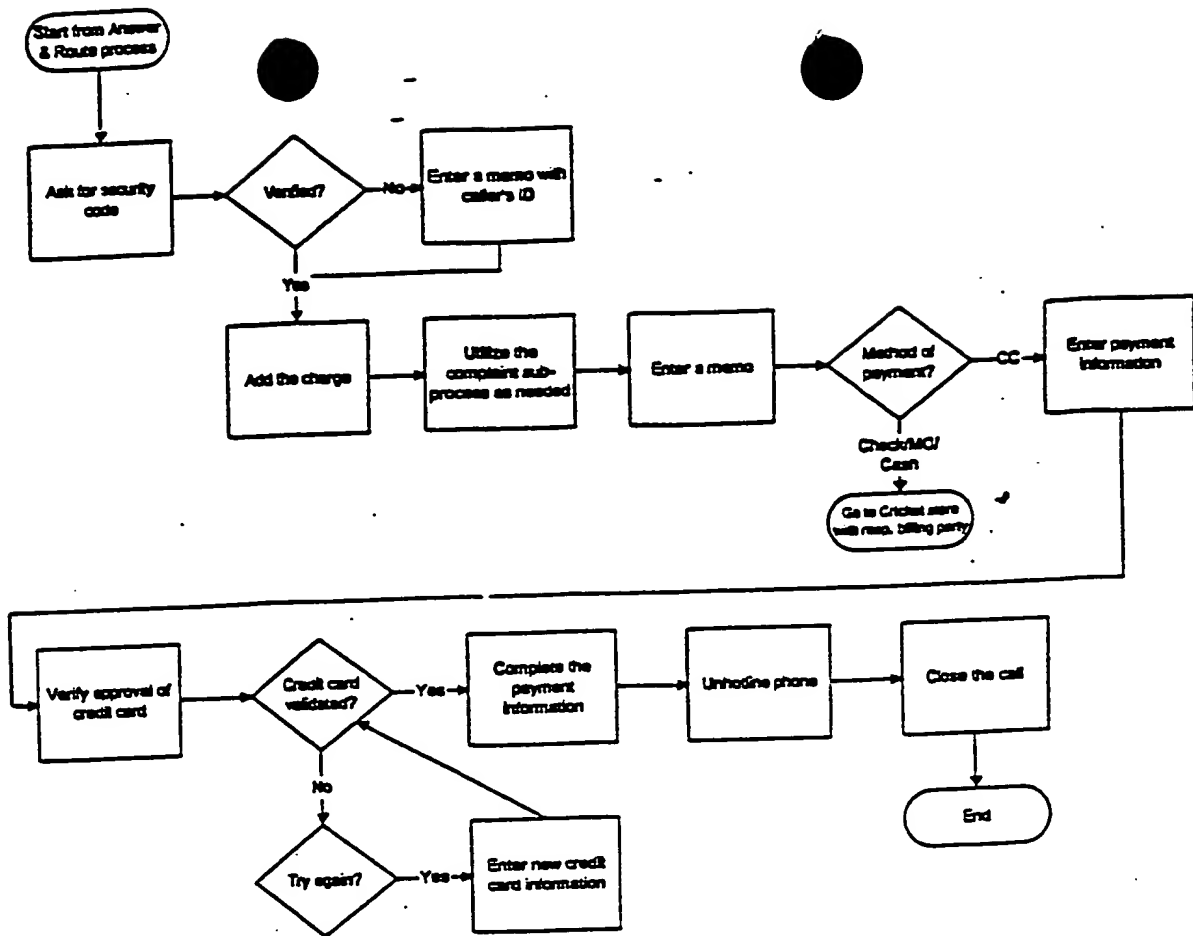


FIG.30

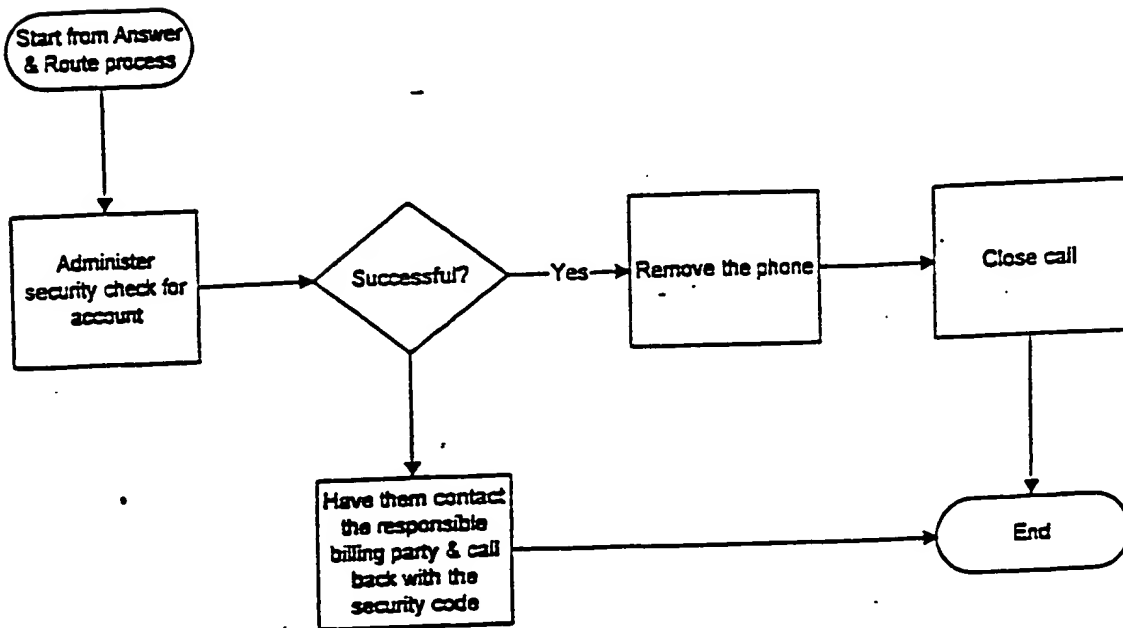
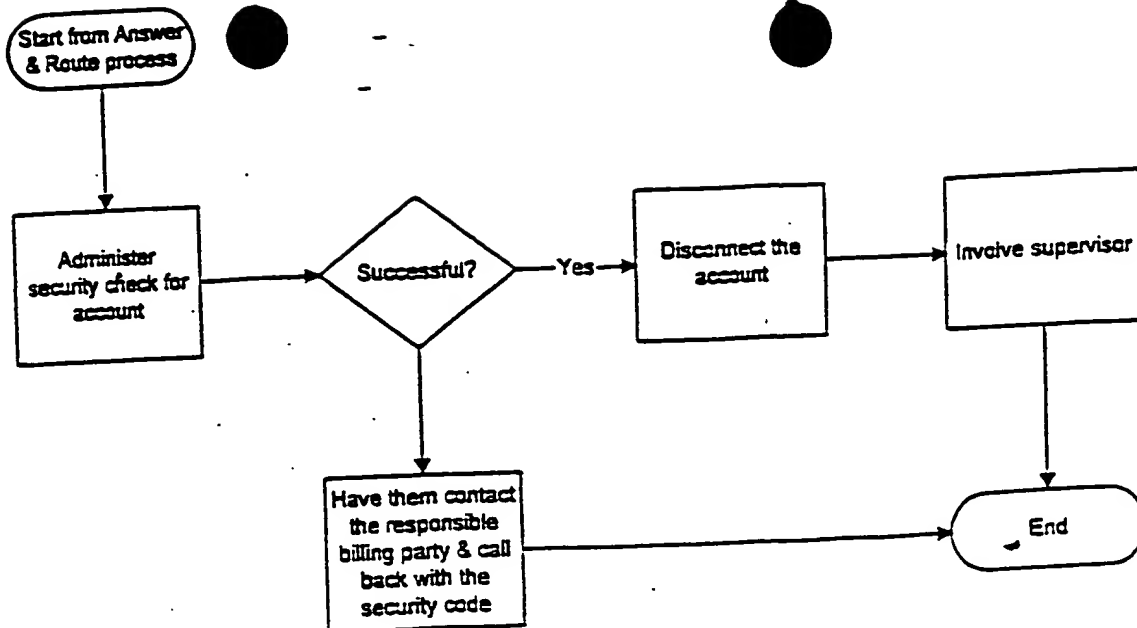


FIG.31

FIG. 30-3502660



- FIG.32

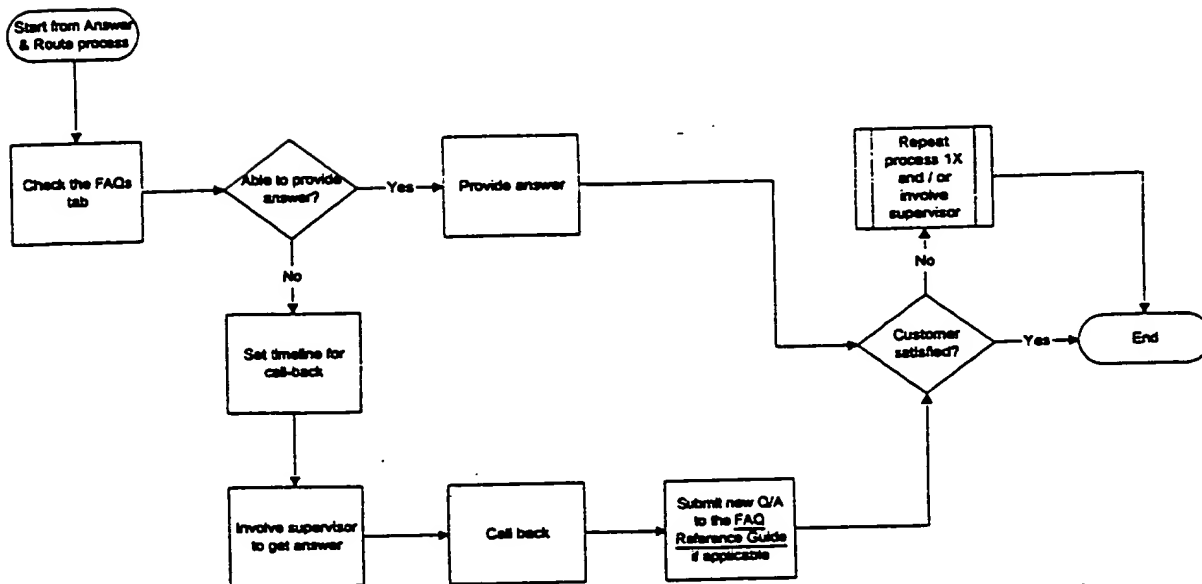


FIG.33

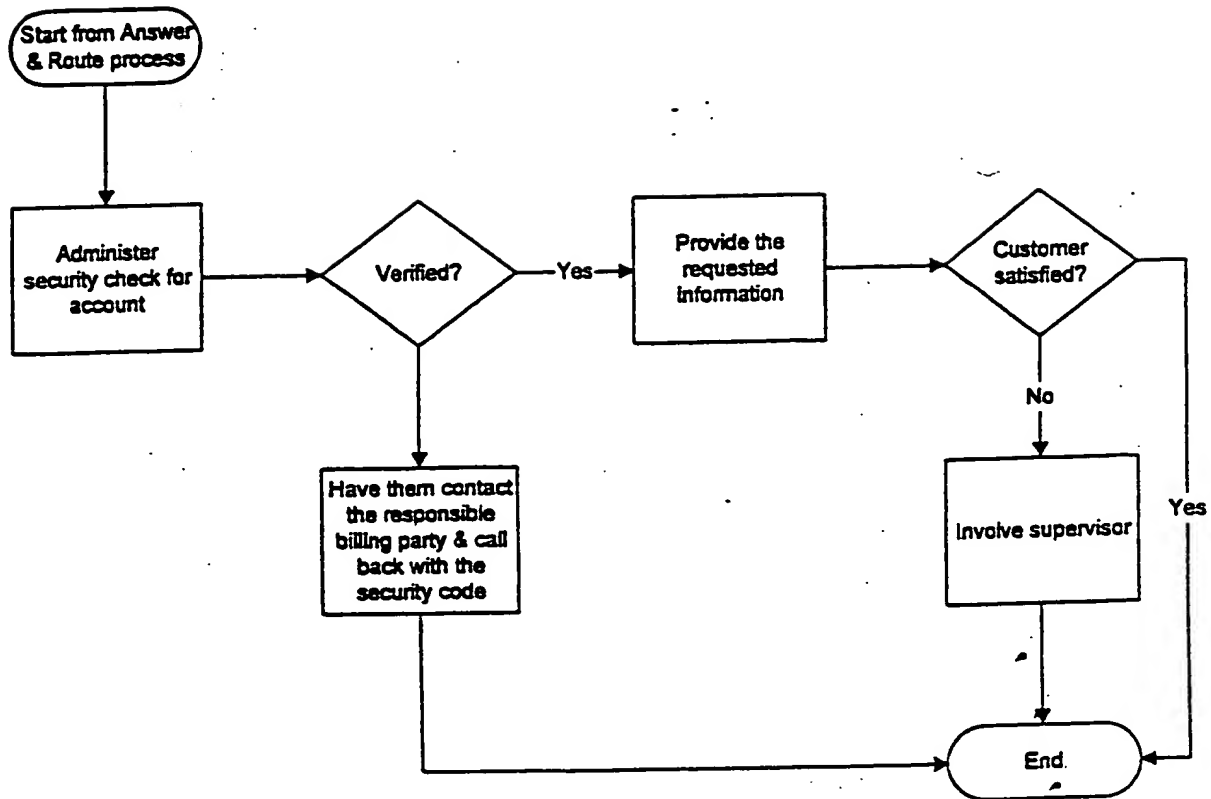


FIG. 34